

LIFE



COLLEGE
FASHIONS

AUGUST 29, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

Here's a time-saver
that's extra tasty, thanks to
Peter Pan's ever-fresh flavor!

Here's the Secret!

No floating oil to get rancid!
Peter Pan *stays* sweet and fresh... keeps its
natural vitamins and energy value, too.



Now there are 2 kinds of ever-fresh Peter Pan!



Smooth...America's favorite!

The *smoothest* peanut butter made, by actual test—so creamy-good it fairly melts in your mouth. Rich with savory, fresh-roasted peanut flavor. Look for it in the familiar Red Top Jar.



Crunchy...New and Delicious!

Tasty, crunchy bits of fresh-roasted peanuts mixed all through creamy-smooth Peter Pan Peanut Butter. The peanut bits *stay* mixed in, never rise to top. Look for it in the Green Top Jar.

Never sticks to the roof of your mouth



NOW! TONI HOME PERMANENT TWICE AS EASY—TWICE AS FAST



Which Twin has the Toni? (See answer below)

new SPIN curler



*Cuts winding time in half—
makes it double-easy!*

New exclusive Toni SPIN Curler grips . . . spins . . . locks with a flick of the finger. *No rubber bands!* All plastic, all-in-one! Nothing to tangle up in your hair! *Non-slip grip* holds hair-tips securely so even the shortest ends become easy to manage! *Easy-spin action*—built right in—rolls each curl up in one quick motion! *Snaps shut!* Assures a better, longer-lasting curl. Winds more hair on each curler. Makes winding twice as easy!

SPECIAL COMBINATION OFFER



new FASTER process



*Gives you the most
natural-looking wave ever!*

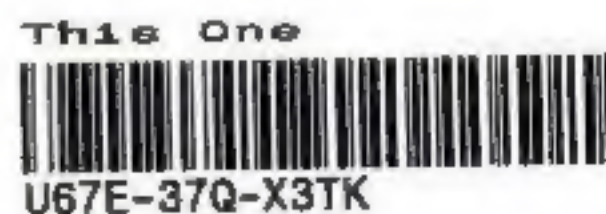
New Photo Method Directions show how Toni waves hair in as little as 30 minutes! No other home permanent waves hair faster yet leaves it so soft and lustrous. For the Toni Waving Lotion is the same gentle lotion that has given over 67 million lovely permanents. Try this exciting Toni with new SPIN Curlers and see how quickly you give yourself the most natural-looking wave you've ever had!

New Toni Refill Kit. Guaranteed to give you the most natural-looking wave you've ever had—or your money back! Waves many types of hair in as little as 30 minutes! **\$1.00**

Complete Set of New Toni SPIN Curlers. No more rubber bands. Makes every wave from now on twice as easy. (\$2 when bought separately.) **\$1.29**

Both for \$2.29

"Now we're both Toni Twins," says Katherine Ring, of Chicago, Ill. "When I saw how easy it was for Kathleen to give herself a Toni with the new SPIN Curlers I decided on a Toni, too!"



How to reduce expanses and expenses —

EXERCISE EQUIPMENT BY ABERCROMBIE & FITCH



At left:

Sta-Up-Top Warnerette #634, \$5.00. Extra large, \$6.50. Warner's Bra #2287, white, pink, blue, black nylon taffeta and nylon marquisette, \$2.50.

Below:

Warnerette #366, \$3.50. Warner's Bra #2290, white, pink, blue broadcloth, \$1.50. Satin, \$1.75.

Famous patented **STA-UP-TOP WARNERETTE** only \$5⁰⁰ **WARNERETTE** only \$3⁵⁰

You need *both* these girdles to be *doubly* darling. One that curbs your curves, one that goes a step further and *higher* to whittle your waist as well.

Here they are—two Warner's lovelies that will make you *look* and *feel* like a million without costing you a pretty penny.

Don't let your middle go to waist. STA-UP-TOP WARNERETTE #634 features that famous waist-band that won't roll over... the same band you find on Warner's girdles costing up to four times as much.

Always belittlin'. WARNERETTE #366 is a honey to have handy. It tames your lines when you're wearing clothes that don't call for such a little middle.

In 7 wonderful ways both are wonderful buys

1. The free 'n easy knitted feel of two-way elastic that slims your hips, trims your tummy, flattens your derriere.
2. All 'round seamless fit that tapers where you taper, smoothes you in one sleek, unbroken line.
3. Best friend your nylons ever had! Warnerettes have 6 elastic garters that spare your stockings by distributing the support... make it so easy to keep stocking seams straight.
4. A snappy, lively, elastic band at the bottom "steps out" when you do without losing its slimming control.
5. A parade of pastels to choose from... white, pink or blue. Warnerette #366 also comes in bewitching black.
6. They're pinchless! They're matchless! They wash in

a wink... fit like a dream... wear forever and then some. 7. Both come in freedom lovin' pantie girdles. At leading stores everywhere.

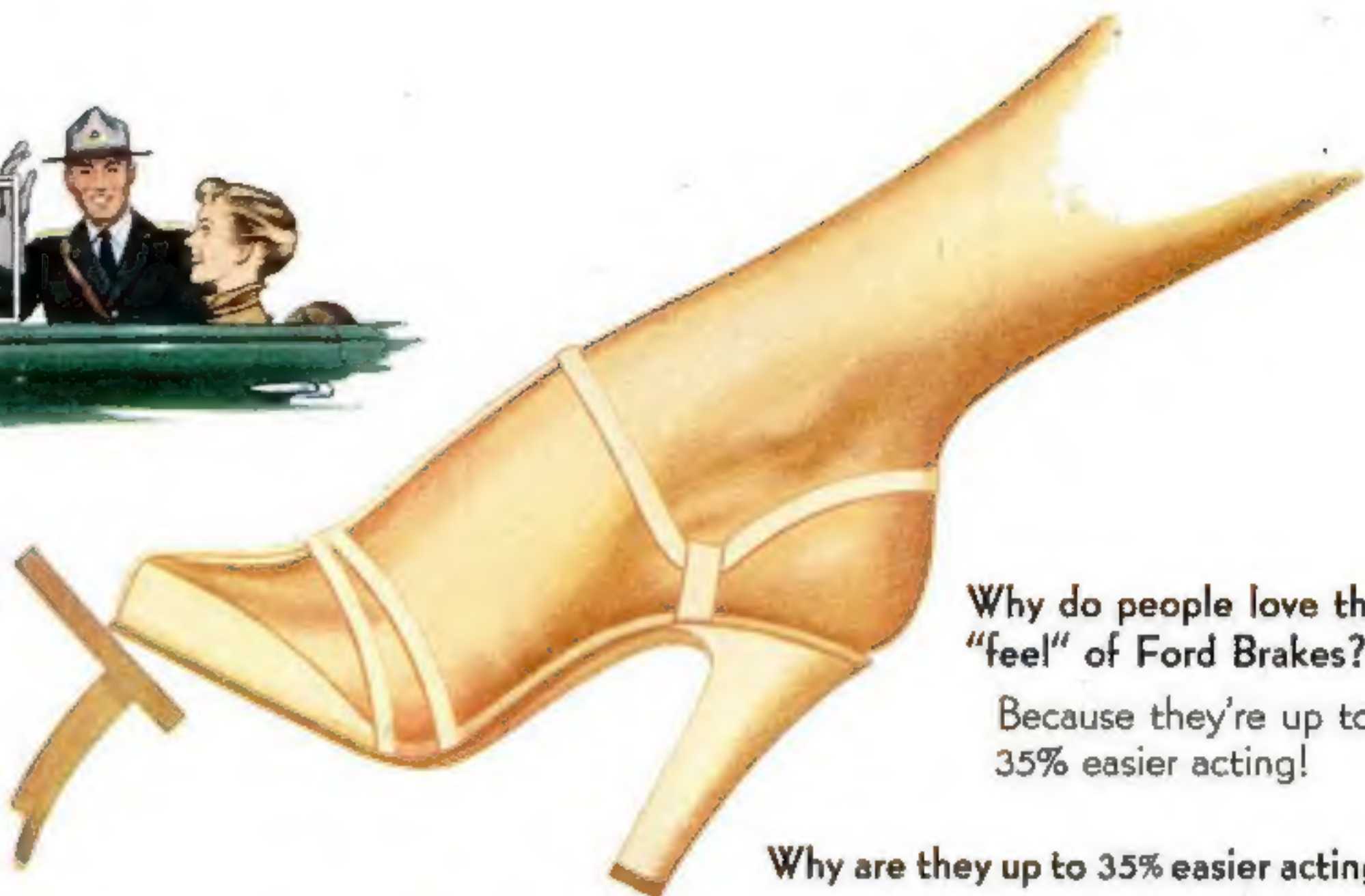
WARNER'S

3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LE CANT • WARNERETTE • STA-UP-TOP
"FREE-LIFT" • A'LUKE • REDFERN • Reg. U. S. Pat. Off.
The Warner Brothers Company, New York 16, Chicago 6, San Francisco 8



Feel the easy control—that's Ford's "Finger-Tip" Steering and Shifting!



Why do people love the "feel" of Ford Brakes?

Because they're up to 35% easier acting!

Why are they up to 35% easier acting?

Because they use part of the car's forward motion for stopping power!

Yes, Ford's King-Size Brakes are "Magic Action" Brakes.

You get smooth straight line stops at the touch of your foot!

Brakes you love to touch

They're part of the new
FORD
"FEEL"



White side wall tires optional at extra cost.



Feel that "Mid Ship" Ride cushioned by new "Hydra-Coil" Springs in front, new "Para-Flex" Springs in back!

Feel those "Sofa-Wide" Seats—more hip and shoulder room, front and rear, than in any other car in its field.

There's a *New Ford* in your future

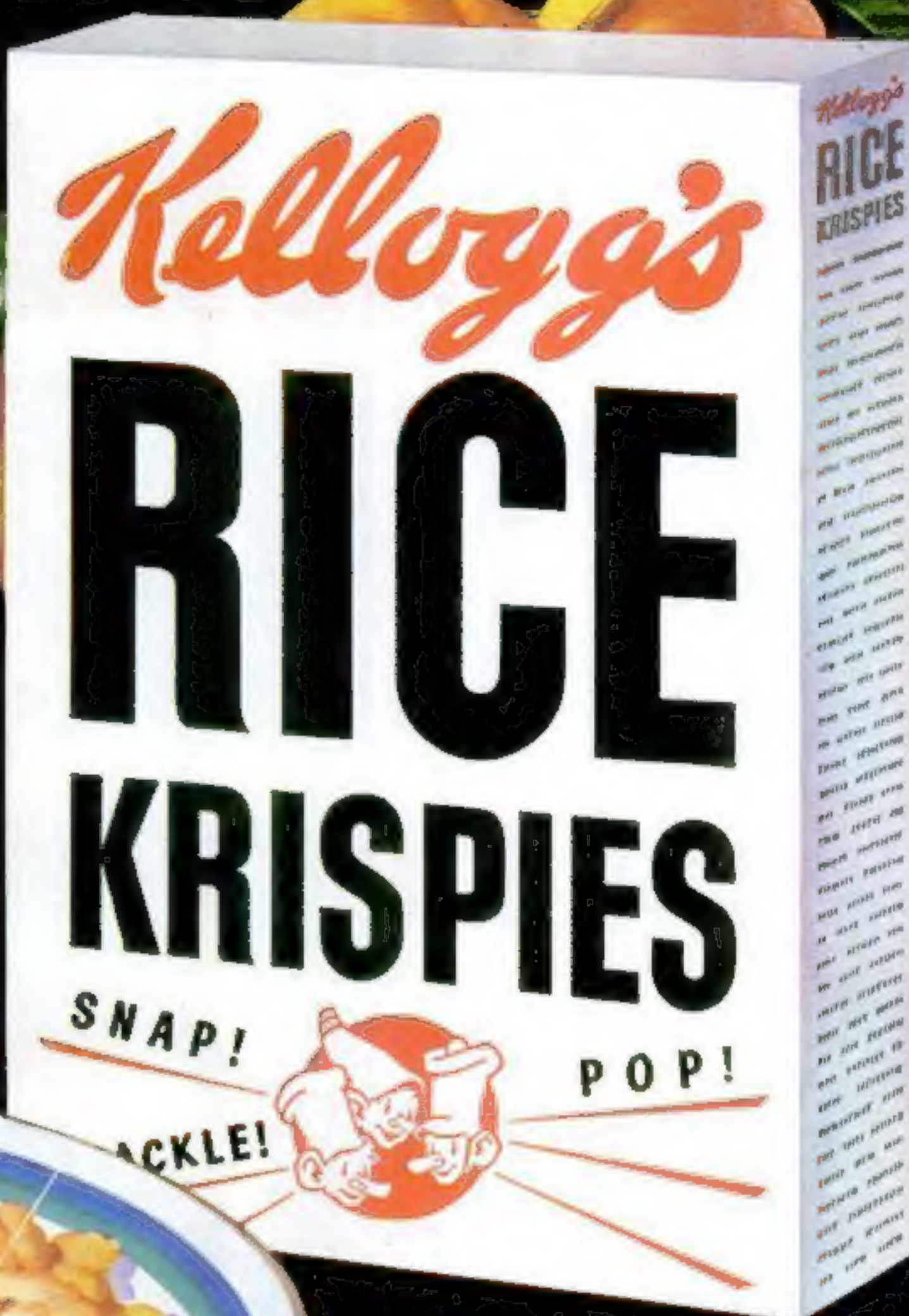
Feel that "Equa-Poise" Power from Ford's new 100 h.p. V-8 and new 95 h.p. Six!
And you get up to 10% more mileage—up to 25% more with Ford's smooth, new Automatic Overdrive, optional at extra cost.



Feel that safety of Ford's heavy-gauge steel "Lifeguard" Body and 5 cross-member box-section frame! 59% more rigid!

The 1949 Ford has been Awarded the Fashion Academy Gold Medal as the "Fashion Car of the Year"

PEACH-EE!



Tops with school kids!

Rice Krispies! Favorite ready-to-eat cereal of so many youngsters. Golden-sweet pops. So crisp, they crackle in milk! Better have the Regular Size on hand...to meet the family demand!



RICE KRISPIES...just one of the "toppers" in Kellogg's VARIETY PACKAGE!

Watch your school-rushers sit down joyfully to breakfast dates with Kellogg's VARIETY! This package holds 10 boxes, offers top choice of 7 cereal favorites. Here's good wheat, rice, corn, soya! All Kellogg-fresh. All sound nourishment! Win that big kiss from Dad and children by serving the favorite assortment. The favorite, because...

"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of Kellogg Company for its oven-popped rice.

Choose the one you love the best: Kellogg's Corn Flakes, PEP, Rice Krispies, Corn-Soya, Bran Flakes, Shredded Wheat, Krumbles—All made by Kellogg's of Battle Creek.



Mother Knows Best!



Enjoy your dog more—keep him healthy, well trained!

Don't fail to send for this helpful New Dog Book

**SPECIAL
OFFER!**

**NOW YOURS FOR
ONLY 2 LABELS FROM
Dash**

**7 CHAPTERS—52 PAGES—ON DOG CARE,
FEEDING AND TRAINING!**



Praised Everywhere!

Professional Dog Handler—
Doug McClain, Libertyville, Ill.,
says, "Every dog owner should
keep this book handy at all times.
In just one chapter, for instance,
symptoms of all the major dog
ailments are clearly described.
Recognizing these danger signals
before an ailment gets a good
start may help save your dog's life!"



**Kennel-Owner Mr. Edward E.
Loebe, Glencoe, Ill.,** says,
"Armour and Company has solved
all the problems for owners of
new dogs with this one book. It
tells just what they need to know
to start young dogs off right.
That's why I give a copy of it
with each puppy I sell!"



**Housewife Mrs. Ardis B. Peet,
Deerfield, Ill.,** says, "You should
have seen how quickly my chil-
dren trained our dog with the help
of this book! The instructions are
so clear that even my youngsters
had no trouble understanding
them. It's better than a dog book
I once paid \$3.00 for!"



Read this partial list of contents!

See how much valuable information you get

for no money—no effort—just two labels from Dash!

CHAPTER I Which Dog to Buy?

Purebred or crossbred? . . . It's best to
buy a pup! . . . Which, male or female?
 . . . How to choose a sturdy, healthy
puppy . . . Suggestions on bringing the
new puppy home.

CHAPTER II

Teaching House Manners!

Introducing the new puppy to his new
home and new friends . . . How to make
a warm, comfortable bed . . . How to
housebreak . . . How to train for out-
door habits . . . How to correct mistakes
 . . . The importance of proper discipline.

CHAPTER III

Feeding Your Dog Right!

Why proper feeding is the most impor-
tant factor of dog care! . . . Food re-
quirements . . . How to avoid a "food-

bully"! . . . How to choose a correctly-
balanced, dependable food . . . Feeding
a "just-weaned" puppy . . . How much
to feed dogs, by size and breed . . . Why
liver is the most valuable meat . . . The
story of vitamins . . . Fallacies and super-
stitions of dog feeding!

CHAPTER IV Training and Tricks!

The approach to training . . . The golden
rule of training . . . The praise-and-reward
system . . . The 6 command words to
use . . . Teaching to "come" . . . "fetch"
 . . . "heel" . . . "sit" . . . "down" . . .
"stay" . . . Teaching tricks.

CHAPTER V

Worms and External Parasites!

The danger of worms . . . The danger of
incorrect treatment . . . What to know
and do about Roundworms . . . Tape-

worms . . . Hookworms . . . Whipworms
 . . . Heartworms . . . Fleas . . . Lice . . .
Ticks . . . Quick treatment is vital.

CHAPTER VI Ailments and What to Do About Them!

A dog needs help in sickness . . . Ail-
ments due to faulty feeding . . . The
value of professional help . . . The value
of correct diagnosis . . . Convulsions
 . . . Poisoning . . . Eclampsia . . . Rheu-
matism . . . Rupture . . . Tumors . . .
Eye Troubles . . . Ear Troubles . . . Car
Sickness . . . Distemper . . . Chorea . . .
Paralysis . . . Rabies . . . Eczema . . .
Mange . . . Fungus.

CHAPTER VII Rules of Good Care!

Proper feeding comes first . . . Need for
plenty of water . . . Proper sleep require-
ments . . . Importance of exercise . . .
Clipping . . . Bathing . . . Teeth . . .
Ears . . . Nails . . . Eyes.

PLUS A SECTION ON CATS!

Dash is fortified with Liver!

Dogs know it! Yes, even pups can tell there's
something extra good in Dash, *Liver!* Dogs are so
fond of liver that many professional trainers use
bits of it to reward a good performance.

Dogs show it! Yes, watch for brighter eyes, a
glossier coat and a happier disposition when you
feed Dash to your dog regularly. Dash is enriched
with liver—the richest of all meats in quality pro-
teins, vitamins and minerals. Moreover, kennel-
tests prove Dash contains *every* food factor dogs are
known to need for robust health. Get Dash today!



**CLIP
AND MAIL
TODAY!**

**OFFER FOR
LIMITED TIME ONLY!**

When Ordering, Use This Convenient Order Blank Or Plain Paper.

DASH DOG FOOD
P. O. Box 7400-A (Dept. L)
Chicago 77, Illinois

Please rush my copy of "Dogs Can Be Wonderful"! I enclose
2 Dash Dog Food labels (no money!).

Name _____

Address _____

City _____ Zone _____ State _____

Mobil

DE LUXE

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*Tire Quality
Every Time!*

Depend on long-mileage economy—built-in safety and road-ability—with Mobil Tires. They're guaranteed by the makers of Mobilgas!

*Tire Service
Any Time!*

You get regular tire check-ups—for cuts, bruises, inflation—right where you buy Mobil Tires—where your car is serviced. Saves trouble!

SEE YOUR
**Mobilgas
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"ONCE MORE, MY DARLING"

Neptune Production

Universal-International Release

says

"RC
tastes best!"



"I know all colas don't taste the same. For I took the famous taste-test, compared the three leading colas . . .



"The cola in cup 'X' won my vote . . . had far finer flavor—and it turned out to be Royal Crown Cola.



"Now I always serve RC at home!"
Enjoy a frosty RC lift yourself. RC
tastes best! Comes in the BIG bottle!



Only RC gives you all 3!

- (1) Cool refreshment
- (2) Two full glasses
- (3) Best by taste-test flavor

Special treats



for the holiday week end!



Swift's Premium
Braunschweiger
Liver Sausage,
Bologna,
Cooked Specialty,
Salami,
Cooked Ham, and
Pickle & Pimiento Loaf
served with cottage cheese
topped with pimiento

Their fresher flavor, finer ingredients make
SWIFT'S PREMIUM Table-Ready Meats
America's favorite! Just as you use SWIFT'S
PREMIUM as your guide to the best in fresh meats,
when you shop for "cold cuts" insist on SWIFT'S
PREMIUM TABLE-READY MEATS.

Made of selected cuts of fresh meat, rich in vitamins
and high-quality proteins, they offer tempting, nour-
ishing eating. With no cooking or heating! Order
enough of each variety so that everyone can have as
many slices of his favorite as he wants. For you can
use up the leftovers tastily and economically in maca-
roni casseroles or with scrambled eggs.

LOOK FOR YOUR DEALER'S SPECIAL HOLIDAY DISPLAY



Swift's Premium *Table-Ready* Meats



Calling all mothers!  Here's the only package
of fresh orange juice!

It gives you all the flavor, all the health.

When your doctor recommends fresh orange juice for baby, he knows that every last bit of the goodness and health Mother Nature put into it is still there . . . pure and untouched . . . ready to help guard against infection, help build sturdy bones and teeth, and a happy disposition.

And everyone knows fresh orange juice is equally good for the whole family. How could it be anything else with all that sparkling, tangy flavor and sunny fragrance . . . with such generous portions of important vitamin C, plus vitamins A and B, calcium and other minerals?

Fresh orange juice is sunshine on the breakfast table. It starts the children, and Dad and Mom, off for the day with a smile. Serve it every morning.

Remember — only the best oranges are shipped fresh. Buy famous Sunkist Oranges—or one of the other good dependable grades—all from the same California-Arizona groves.

Sunkist

California Oranges
BEST FOR JUICE
—and *Every* use!



BEST VALUE—SMALL ORANGES!

Two big oranges give you one glass of juice. Six small ones—for the same price—give you about a glass and a half (see pictures left). Wonderful for snacks, salads, desserts, too. Buy some today.



LETTERS TO THE EDITORS

GREATEST PAINTER?

Sirs:

Answering your query (LIFE, Aug. 8), "Jackson Pollock—Is he the greatest living painter in the U.S.?" I submit a photograph of my son, Dennis Michael O'Sullivan, a 5½-year-old contemporary of the Pollock trend in art with his latest effort, *Number Ninety-nine*.

MRS. F. D. O'SULLIVAN JR.
Avondale Estates, Ga.



O'SULLIVAN AND WORK

Sirs:

Based on 23¢ per square inch for Jackson Pollock's *Number Nine*, Angell's *Number One* (below) is valued at only \$21.65. However, a further calculation shows my time to be worth \$259.80 an hour, since I can turn them out all day at the rate of one every five minutes.

PRESTON W. ANGELL
Arlington, Va.



ANGELL'S "NUMBER ONE"

Sirs:

... I have an old garage door on which I have cleaned paint brushes for several years. It is rather similar to Pollock's *Number Seventeen*. The first \$1,500 takes it.

P. H. PENNAULT
West Palm Beach, Fla.

Sirs:

In my opinion as a long-time and proud collector of his paintings, Jackson Pollock is the greatest painter in the U.S. My enthusiastic opinion is shared by my wife, mother and children. We have never tired of our Pollock paintings which, for us, have the emotional appeal of great music. . . .

REGINALD R. ISAACS
Chicago, Ill.

Sirs:

I for one appreciate the efforts of Jackson Pollock. The long work called *Number Nine* would make a splendid wallpaper panel, and the others would be exciting as fabric prints. Of course they are not paintings.

BURTON KESSENICK
Palos Verdes Estates, Calif.

Sirs:

Is Jackson Pollock the greatest living U.S. painter? No!

FRANK CARSELLI
Holley, N.Y.

Sirs:

... Is he a painter?

FRED BOSHAYEN JR.
Grand Rapids, Mich.

Sirs:

... Why use the word "living" so loosely?

PEGGY DOBBRAZ ABERNETHY
Vergennes, Vt.

● When Pollock's *Number Seventeen* was exhibited recently in a Provincetown, Mass. art gallery, the question, "Is he the greatest living painter in the U.S.?" was posted alongside the painting and a ballot box set up nearby. After several days the voting stood at 13 yeses, 153 noes.—ED.

CLOISTERED CONVENTS

Sirs:

In your article, "Nuns' Sanctuary" (LIFE, Aug. 8), after stating that Thomas Merton's *The Seven Storey Mountain* acquainted the American public with the existence of the century-old Trappist monastery in Kentucky, you add, "Such a sanctuary for women was started two years ago at Bethlehem, Conn." A reader would hardly deduce that the U.S. has been dotted with such sanctuaries for years.

The Carmelite nuns alone have 36 strictly cloistered convents in this country. The Poor Clares, a branch of the Franciscan family, have 17 such convents, and the Dominican nuns have 16 convents with strict enclosure. There are other contemplative orders, such as the Visitation nuns and the Passionist nuns. Women in contemplative orders also put in a good day's work within the cloister. What Merton says of the Trappists has its parallel for cloistered nuns: "And they worked with their hands . . . made their own furniture and their own coarse clothing . . ." But, of course, the important thing is that "their prayer flexed its strong sinews" and there arose "the patient anguish of their supplication to God."

BERTRAND WEAVER, C.P.
West Springfield, Mass.

WIRE CLIMBER

Sirs:

In the article called "Arms for Europe" (LIFE, Aug. 8) there is a very odd-looking picture. Is the man in the lower right-hand picture walking that wire, or has he fallen off one of them? If not, just what is he doing? I'm quite worried for his safety.

NORMAN SMITH
St. Cloud, Fla.



● He is demonstrating the proper method of crossing a stream on a wire.—ED.

CONTINUED ON NEXT PAGE

DAYLIGHT TELEVISION

at least 80% BRIGHTER

Big 12 1/2 tube

..for greater eye comfort!

● Now glorious big 12½" G-E Daylight Television, at least 80% brighter than ordinary television under the same conditions. You can enjoy it in normal room lighting as eye specialists recommend. Smartly styled cabinet of genuine mahogany veneers and solid mahogany trim. Model 821. \$329.95*

PERFORMANCE ENGINEERED AT ELECTRONICS PARK

*Tax and freight extra. Price includes light bulb and service charge. Cash price not shown.

You can put your confidence in—

GENERAL ELECTRIC

Mansfield

THONGS



Nobby style—swift,
sure-footed comfort and
dollar-saving value. All yours in
Mansfields—famed for fit and thrift too!

MANSFIELDS START AT \$8.95

THONGS FOR BOYS

(Sizes 1-5) start at \$7.95

Mansfield

WHITMAN, MASSACHUSETTS

LETTERS TO THE EDITORS

CONTINUED

RITA'S DRESS

Sirs:

Regarding Macy's copy of Rita's wedding dress for \$18.74 (LIFE, Aug. 8), you state "Nobody looked like Rita



BETTER THAN RITA?

except Rita." What you should have said was "Nobody looked like Rita except Esther Binder, who looked better."

EMEROY MOORHEAD

Washington, D.C.

BURBLING, TINGLING, PITYING

Sirs:

Not every motorcyclist is as competitive as the respectable clubmen of Southern California (LIFE, Aug. 8).

I delight in riding leisurely through the hills of New England. Fall is my favorite season.

Well bundled against the weather I cruise along, the exhaust burbling cheerfully. Leaves scud across the highway. Who cares if the sky darkens? A rain squall makes the cheeks tingle. The golden hills reflect the sunshine which follows. Roadside coffee—what a drink—good companions and motorcycle yarns.

Pity the poor fellows in automobiles, hurrying somewhere, sealed in their steel and glass houses.

HALBERT F. SPEER

New York, N.Y.

ARMY AND NAVY FASHIONS

Sirs:

Speaking of five-and-ten-cent store costumes (LIFE, Aug. 8), here is one whipped up from Bruskin's Army and Navy Store (or any other in the same



ARMY AND NAVY STORE ITEMS

line) from such prosaic items as four farm-variety bandanas and two horse blanket pins (the latter from Fisher's Horse Goods Emporium). . . .

RICHARD E. BEECKROFT

Bridgeton, N.J.

SPELLMAN vs. ROOSEVELT

Sirs:

. . . Cardinal Spellman, whose controversy with Mrs. Roosevelt you discussed in an editorial (LIFE, Aug. 8), is undoubtedly a patriotic American.

He cannot be blamed either for being a zealous churchman. He is thinking of this completely from the point of view of freedom of the church to expand and freedom of parents to choose their school. But, much as our children today need better religious education, some other way must be found to secure it. It sounds like a cruel choice, but the single purpose of public education is to further democracy—not to further any religious group!

DOROTHY M. TRACY

Wahoo, Neb.

Sirs:

. . . The Constitution hasn't been weakened one iota by the GI Bill of Rights, the R.O.T.C., the Lunch Act, or other aid to schools in which Catholic institutions have shared. Let's be fair about this.

PATRICIA JOHNSTON

New York, N.Y.

Sirs:

LIFE's basis for opposing federal aid to education on the grounds that it leads to unnecessary and dangerous extension of federal power shows shallow reasoning and is totally unfounded.

I would advise you to make a journey through the primary and secondary educational institutions of the South (or better still, teach a year in them) before you oppose the Barden Bill. The material good which this money would do for the schools in that area outweighs heavily any remote danger of federal control. . . .

ROY CARL CUNEO

New York, N.Y.

Address the Editors
at 9 Rockefeller Plaza
New York 20, N.Y.

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*Only Chevrolet brings you these **EXTRA VALUES**
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STYLING AND LUXURY**

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**CERTI-SAFE
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(with *Dubl-Life* Rivetless
Brake Linings)

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What is your one best choice among automobiles today?

Think of it from the standpoint of desires gratified . . . or from the standpoint of dollars saved . . . and we believe you'll agree it's *Chevrolet all the way!*

This car reaches right up into the quality preserves of highest priced cars to bring you the extra beauty of Body by Fisher, the extra efficiency of a Valve-in-Head engine, and the extra driving and riding ease of Center-Point Design. And it offers these advantages at the *lowest prices* and with substantial savings in operation and upkeep.

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CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

CURVED WINDSHIELD
with **PANORAMIC VISIBILITY**

LONGEST, HEAVIEST CAR
IN ITS FIELD,
with **WIDEST TREAD**, as well

5-INCH WIDE-BASE WHEELS
(with Extra Low-Pressure Tires)

EXTRA ECONOMICAL
TO OWN—OPERATE—
MAINTAIN

The most Beautiful **BUY** *of all*
CHEVROLET

***To give you
a finer cigarette***

Lucky Strike maintains

AMERICA'S FINEST CIG

**Largest and most fully equipped cigarette research laboratory in America
is your guarantee that Luckies are a finer cigarette!**

YOU SEE HERE the largest and most complete laboratory of its kind operated by any cigarette manufacturer in America.

For many years Lucky Strike scientists have delved into cigarette research on an extensive scale. Out of this has grown an elaborate system of quality control. Every step in the making of Luckies—from before the tobacco is bought until the finished cigarette reaches you—comes under the laboratory's watchful eye. As you read this, a constant stream of tobacco . . . samples from

every tobacco-growing area . . . is flowing into the laboratory in Richmond, Virginia. These samples are scientifically analyzed, and reports of their quality go to the men who buy at auction for the makers of Lucky Strike.

Armed with this confidential, scientific information—and their own sound judgment—these men go after finer tobacco. This fine tobacco—together with scientifically controlled manufacturing methods—is your assurance that there is no finer, more enjoyable cigarette than Lucky Strike!



So round, so firm, so fully packed. Typical of many special devices designed to maintain the highest standards of cigarette quality, this mechanism helps to avoid loose ends . . . makes doubly sure your Lucky is so round, so firm, so fully packed.



So free and easy on the draw. This meter draws air through the cigarette, measures the draw. Samples are tested to see if they are properly filled. Tests like this one are your guarantee that the Luckies you smoke are truly free and easy on the draw.



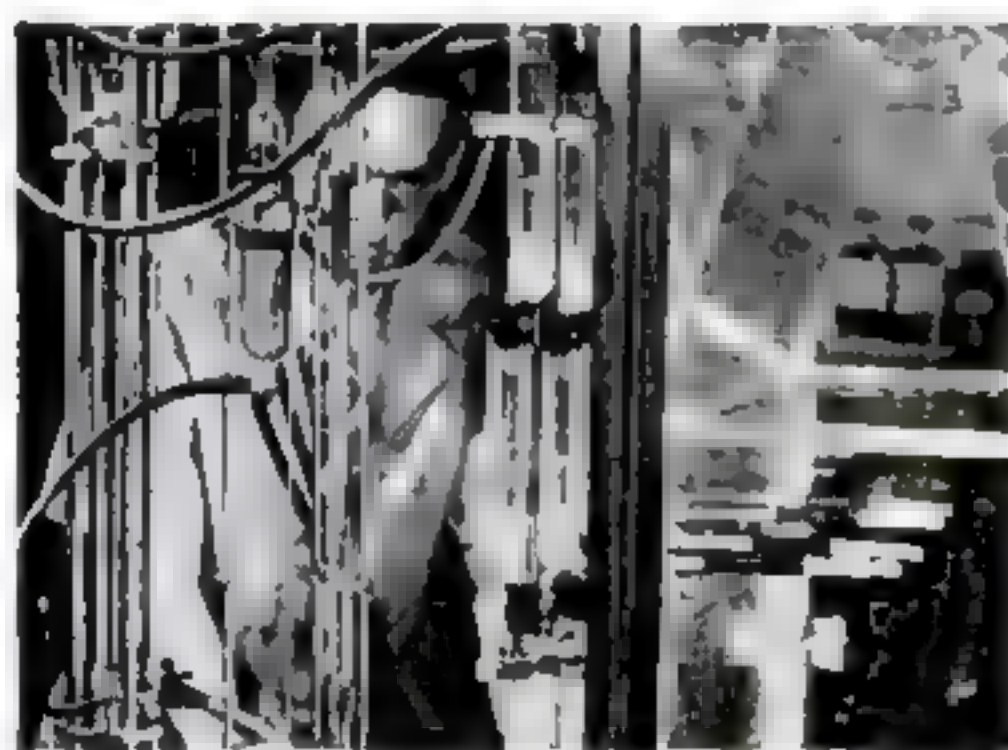
Why Luckies smoke evenly—not too fast, not too slow. This apparatus, together with many other technical devices, evaluates the smoking qualities of a cigarette—guarantees that your Lucky Strike smokes properly—smoothly and evenly.



ARETTE LABORATORY



Testing tobacco. Samples from every tobacco-growing area are analyzed before and after purchase. These extensive scientific analyses, along with the expert judgment of Lucky Strike buyers, assure you that the tobacco in Luckies is fine, light and mild.



Machine inhales smoke. Once a minute this automatic smoking machine takes a two-second puff of a Lucky. Yes, even smoke is studied in the never-ending work to make sure Luckies are a smoother, milder smoke. So smoke a Lucky—today!



COPR., THE AMERICAN TOBACCO COMPANY

We know:

LUCKIES PAY MORE *for fine tobacco*
(millions of dollars more than official parity prices)

We are convinced:

LUCKIES PAY MORE *for cigarette research*

Prove to yourself Luckies are finer—Get a carton today!





TECHNIQUE for splashing shown on opposite page is made clear in drawing.

SPEAKING OF PICTURES CITY PRANKSTERS RAISE WATERY HAVOC AT HYDRANT

One hot, steaming afternoon recently in downtown New York the usually peaceful corner of Sullivan and Third Streets was suddenly transformed into a watery bedlam. A few boys had turned on a water hydrant, an old summer pastime, and were trying out some new tricks. Unable to direct the powerful stream of water by hand, they hit on the idea of deflecting it with a garbage can top, which one of them would hold against the hydrant with his back (opposite page and sketch above) while another aimed with it. The results were terrific. They were able to command the whole intersection with towering spurts of water that drenched pedestrians and so flooded passing automobiles that drivers had to stop and open their doors to empty out the back seats.

Photographer Alexander Marshack, who was working nearby, heard the commotion and ran over. In the half hour before the cops came he was able, by some nimble footwork, to take the exciting shots shown here. He was soaked and so was his camera but the film was unharmed.



A PASSER-BY, trying to get out of well-aimed water, is beset by two of the youths, who prevent his escape. He squirms, kicks and raises his leg to no avail.

← **HYDRANT ERUPTS SPECTACULARLY**



A VICTIM caught in stream and held there by boys stands without struggling, almost enjoying the cooling off. A few moments later (below) he is released, makes for dry land. Several women returning from marketing were so drenched all groceries fell from their shopping bags.





black

cattail

suede



by **Florsheim**

misty soft as a marsh at dusk . . .
they're Florsheim crafted in jet black suede,
so smart when you stand
and a revelation when you walk.

Illustrated top to bottom:

Aragon
Courier
Spotlight



The Florsheim Shoe Company
Chicago 6

Makers of fine shoes
for
men
and
women

SPEAKING OF PICTURES

CONTINUED



WATER SPRAYS INEFFECTUALLY as boys try to hold garbage can top in front of the jet by hand. Pressure can be strong enough to break a finger.



WATER IS SHUT OFF by policeman from a patrol car. Cops frown on hydrant horseplay less because it gets people wet than because it wastes water.

Smart women use all 3 kinds of Borden's Milk!

SAYS ELSIE, THE BORDEN COW



1. FRESH BOTTLED

Borden's Milk helps build you up and keep you up!



Have you heard or read the new milk recommendations by our government's dietitians? They are *three* glasses of milk daily for an adult and a quart for a child.

So your Borden's Milk is really important item in your diet—because of the body building protein it provides—because of its milk sugar which richens your diet—because of the milk's vitamins and minerals so necessary for good

bones, good teeth, even good looks!

And here's something to keep in mind—milk gives you more nourishment for what you spend than any other food. *Penny for penny your best food buy is milk!*

So enjoy delicious Borden's Milk with meals, with your luncheon sandwich, with your "snacks." As you probably know, Borden's Milk is widely used in making good, well-made, nutritious

2. EVAPORATED

Borden's Milk helps your baby bloom...makes cooking smoother!



Borden's Evaporated Milk is pure sweet milk from which only the water is removed, and Vitamin D content increased to 400 units in every pint.

It's a standard for infant feeding. Accepted by the Council on Foods and Nutrition of the American Med-

ical Association. See how *rich* it is by bloom in Borden's Evaporated Milk.

Any be sure to try Borden's Evaporated Milk in soups, stews, puddings. Try it in your coffee, too! It brings out the rich full coffee flavor—makes coffee taste extra delicious!

3. CONDENSED

Borden's Eagle Brand is the magic short cut to delicious desserts!



EAGLE BRAND COCONUT MACAROONS

$\frac{3}{4}$ cup Eagle Brand Sweetened Condensed Milk
3 cups shredded coconut 1 teaspoon vanilla

1. Mix Eagle Brand Sweetened Condensed Milk, coconut and vanilla.

2. Drop by teaspoonfuls on well-greased baking sheet, about 1 inch apart.

3. Bake in moderate oven (350° F.) 8 to 10 minutes or until a delicate brown.

4. Remove from pan at once. Makes about 30 *magically* delicious cookies—thanks to Eagle Brand!

FREE! Eagle Brand Magic Recipes. Just send your name and address on a post card to Elsie, Dept. L849, Box 175, New York 8, N. Y.

There's no finer Milk than Borden's



IF IT'S BORDEN'S—
IT'S GOT TO BE GOOD!

© The Borden Company

It's a lighter net! A cargo net made with tough nylon fibers outwears ordinary nets ten to one, cuts down on repairs, weighs only one-third as much as other nets!



Caddy's delight—this nylon golf bag is light at the first hole—still feels light after 36 of the very toughest! And nylon wears like iron, takes knock-about treatment like a champion.



Sew a fine seam with nylon thread, yours in all wanted colors. So fine, seams are almost invisible. So strong and resilient it takes extra strain. Moisture and perspiration won't rot it.

NYLON

gives you something extra



Sweet dreams of pajamas! Nylon tricot launders beautifully, dries quick as a cat-nap, needs little or no ironing, won't lose its shape—wears for month after month!



REG. U.S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
THROUGH CHEMISTRY

EVER WORN a bathing suit that dries in a rush? An easy-laundering tricot negligee with permanent pleats? A light-as-a-snowflake parka that's tough to tear? Then you know about easy-living nylon!

Ever lost your temper when your sock sprung a hole before it had a right to? When a newly washed sweater sagged and stretched out of shape? When a suitcase revealed hopelessly

wrinkled clothes? Start smiling—nylon socks wear longer. Nylon sweaters hold their shape without blocking. Wrinkles hang out of nylon.

Ever felt blissful drifting into a room in whirling, swirling nylon net or taffeta? Tossing nylon tulle around your shoulders? Catching a whopper on a light, smooth-casting trout line? That's no pipe dream—that's nylon.

It's easy to see why it's known as easy-living nylon—why nylon gives you extras in light-weight, strength, elasticity, toughness, long

wear, easy washing, quick drying, resistance to flame, moths, perspiration. "Heat-set" nylon even has a memory—it keeps its shape—no sagging, stretching or shrinking worries!



DON'T STOP HERE! Homemakers, thrifty shoppers, clubwomen, students, write today for new free book, "Nylon Gives You Something Extra." MANUFACTURERS—send for "Nylon Textile Fibers in Industry." Nylon Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

Du Pont makes only the nylon fibers
—not the finished products shown here

FOR NYLON... FOR RAYON... FOR FIBERS TO COME... LOOK TO DU PONT

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LIFE'S COVER

The girls on this week's cover, Ann Hemenway (facing camera) and Mary Mohr, are wearing two new "swipes" from boys' clothing, a fashion trend. Other trends are reported on pages 66 to 71. One is the crew cap (Mary Lewis, 53). The other is the Brooks Brothers shirt, now made in pink for girls, worn by Miss Hemenway. Miss Hemenway recently interrupted a modeling career to become a \$20-a-week waitress at Sea Island, Ga. Now, however, she has resumed her more lucrative \$20-an-hour work in New York. Miss Mohr last week changed her name to Uhl by marrying a man of that name.

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How we retired with \$200 a month

WE'RE having a wonderful time, Betty and I. We're doing all the things we've always dreamed of doing. We're really living. Summers, we pack the car and take trips. And it's all thanks to a check for \$200 that comes by mail, regular as clockwork, every month!

The neighbors think we're rich. Hardly any of them guess the truth. Actually, almost anyone can provide the regular income we have—if he starts young enough.

Luckily for me, I was about forty when Betty began to worry about our future. "You're going to want to slow up in a few years," she'd say. And I'd laugh. Because I felt fine. "But you won't always want to work," she'd say. "Well, I still have twenty good earning years ahead of me," I'd answer.

But one day she stopped me. She asked me how much I'd earn in the next twenty years—not counting raises. I did some quick arithmetic, multiplying my salary by 20. It ran up into six figures! I gave her the answer, and grinned.

Betty wasn't impressed. "How much of that do you think we'll save?" she asked. I had to be honest. We were always paying off on a new car or a radio, or going places. "A thousand or two," I admitted.

"That's just our trouble," she said. "We can't seem to save. That's why you ought to take out one of those retirement income plans. And now."

I could see that Betty was right. Most of that money I'd make in the next 20 years would go—as it always did—unless I made some systematic plan for our future then and there. So I looked into the subject and discovered a wonderful plan called the Phoenix Mutual Retirement Income Plan.

It was a way I could make part of my salary now buy me a retirement income later. All I needed was to start in time. It seemed made for folks like us.

With a Phoenix Mutual Plan, I could get a check for \$200 a month for life, starting in 20 years, when I reached 60.

Betty and I were both mighty happy the day I applied and qualified for my Phoenix Mutual Retirement Income Plan. Right away it gave us a wonderful feeling of security. But the big day came, twenty years later, when our first Phoenix Mutual monthly check for \$200 arrived in the mail. I retired. And Betty and I are having the time of our lives—with no money worries.

Send for Free Booklet

This story is typical. Assuming you qualify at a young enough age, you can plan to have an income of \$100 to \$200 a month or more—starting at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women. Don't delay. Send for your copy now.

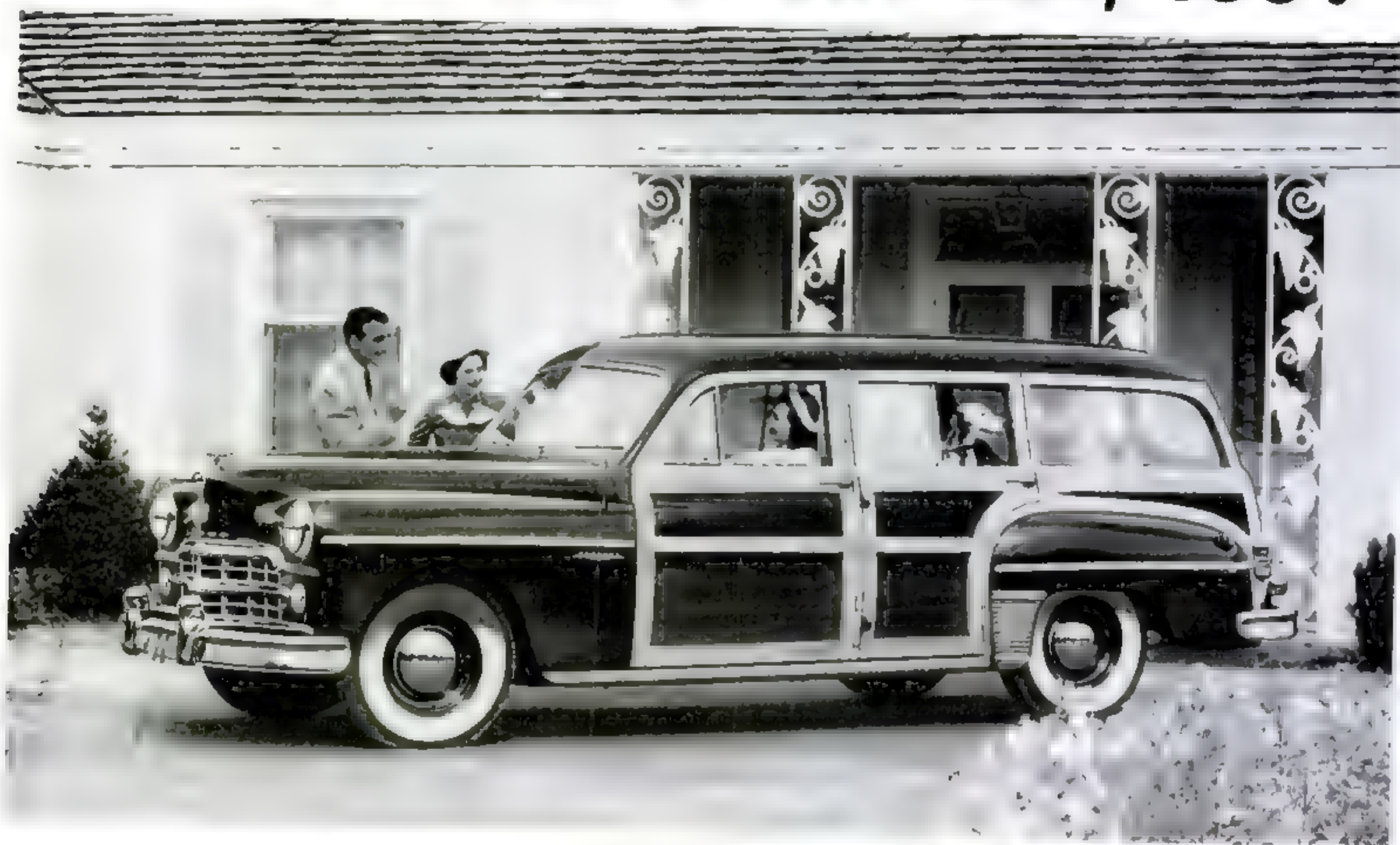
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GUARANTEES YOUR FUTURE

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GLAMOUR GIRL...

AND CHORE BOY, TOO!



Smart in any setting ... busy all day long

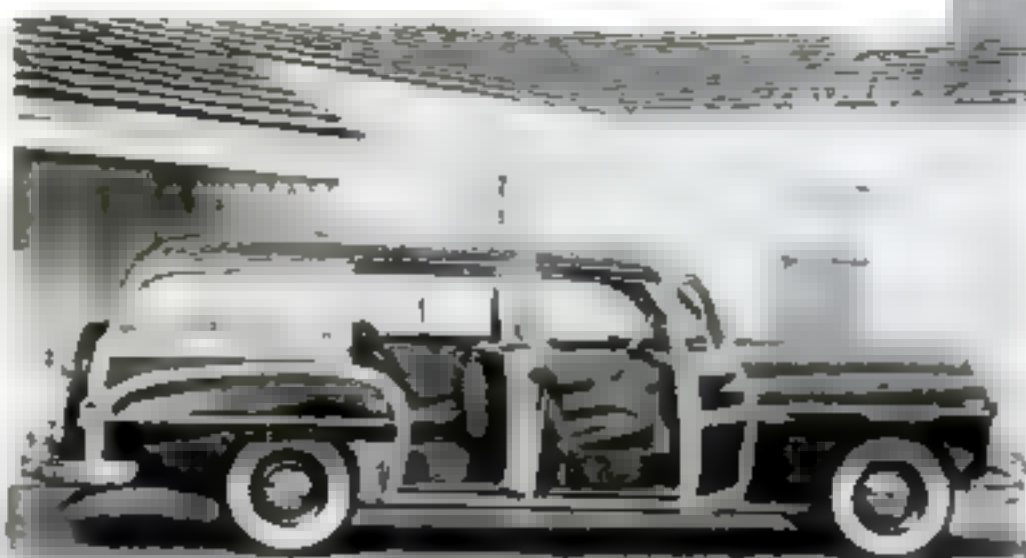
Don't let its sleek beauty fool you ... this new Dodge Station Wagon is a load-lugging giant.

It seats nine in comfort ... with leg room, head room, elbow room to spare. Four wide doors provide easy access to all three full-width seats, and its capacity for "out-size" loads makes it a friend of all the family.

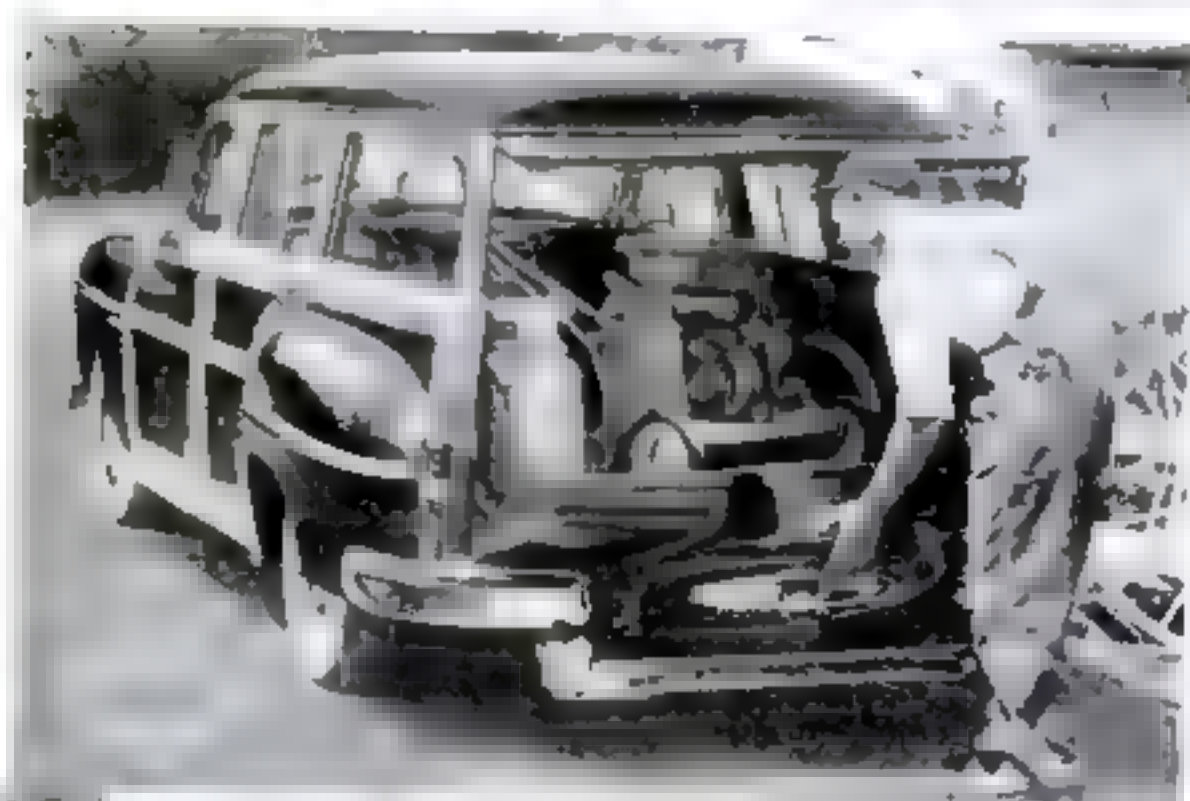
At the wheel of this glamour car you'll thrill to the power of the "Get-Away" engine ... relax with the proved smoothness of all-fluid drive. And, to completely free you

from shifting, Gyromatic is available at moderate extra cost.

Yes, in this new Dodge you get twice the return on your investment ... a real glamour girl that's a chore-boy, too.



TWO DOORS on each side open wide for easy entrance and exit. All seats are full width. Folding seat illustrated makes rear seat easy to reach ... no need to squirm or crawl.



TAIL GATE DROPS ... window swings up for full height loading. Storage space available behind rear seat ... two rear seats removable for maximum carrying capacity. Spare protected in locked metal cover on tail gate.

New Coronet
DODGE
STATION WAGON



FISH-EYE VIEW SHOWS BARTON PEERING THROUGH HIS 6-INCH OBSERVATION PORT. SPHERE HAS A SECOND PORT IN WHICH CAMERA CAN BE MOUNTED (NEXT PAGE)

MAN'S DEEPEST DIVE UNDERSEA VETERAN IN A TINY STEEL SPHERE

EXPLORES UNKNOWN WATERS 4,500 FEET DOWN

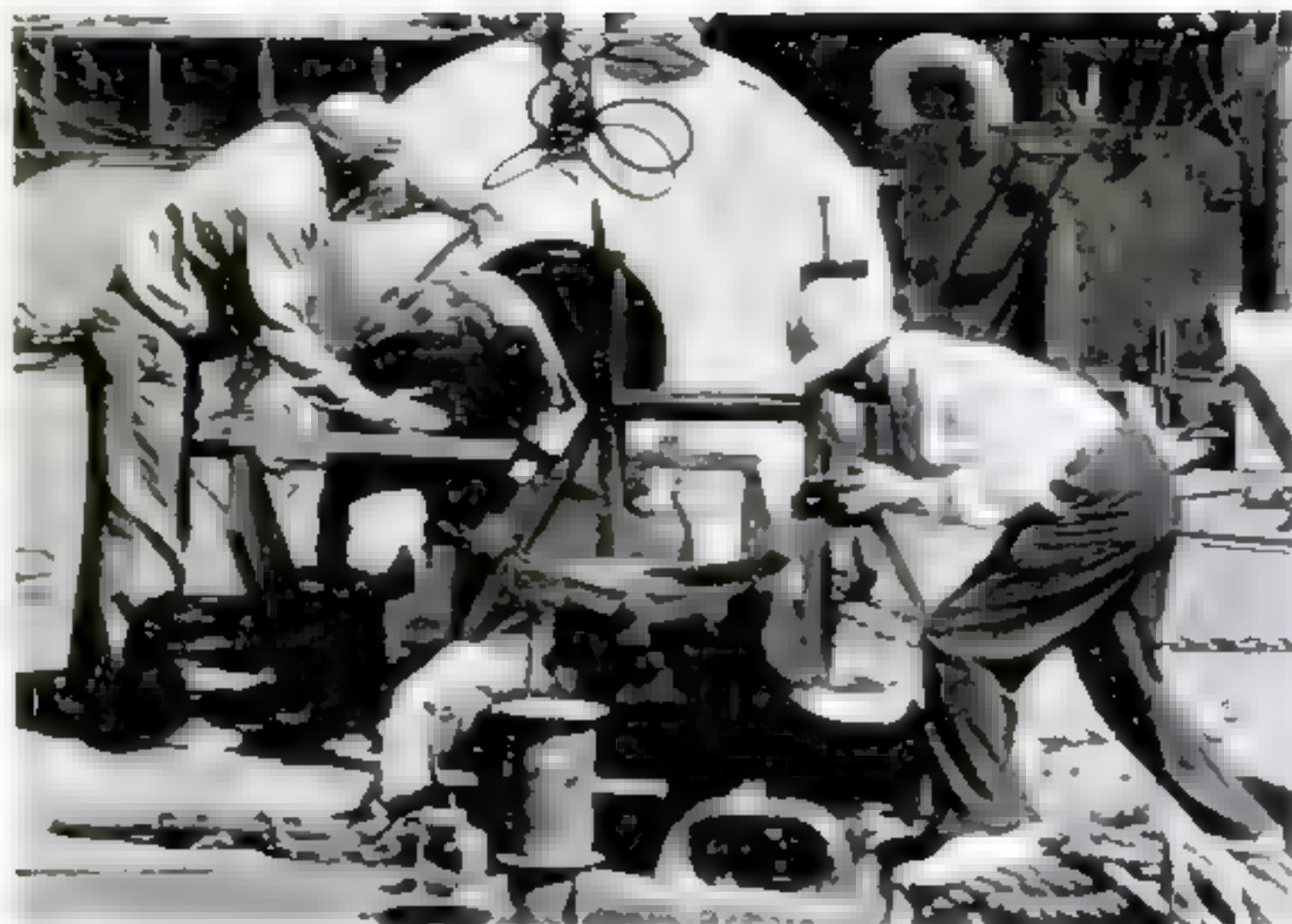
In the black depths of the sea, far below the rolling, sunlit swells of its surface, there is a world that man in all his million years on earth has never seen. It is a world of bitter cold, eternal darkness and crushing pressure where beautiful and monstrous creatures, molded into fantastic forms by the extremes of their strange environment, dart and drift in the pale light given off by their own phosphorescent bodies. It is a world without sun or season, immense, changeless and as mysterious as space itself.

Ten days ago, as time is reckoned on the surface of the earth, a small steel sphere descended slowly into this unknown ocean wilderness. Dangling at the end of a threadlike cable, it bobbed foolishly in the sweeping currents. From above its tiny glass port a beam of light poked into the endless gloom, then flickered and went out. Inside the 5-foot ball Otis Barton, a rugged, 48-year-old Harvard man with a long record of undersea experience, hunched his shoulders against the creeping cold and spoke

through chattering teeth into the telephone that was his only link with the world of men. "Drop me down another 200 feet." The sphere swayed and jerked, then stopped. Barton was 4,500 feet down, farther than any man had gone before. For eight minutes he pressed his face against the thick glass, fascinated by the strange animals outside—animals that no other man had ever seen. Outside the glass the ocean creatures stared back, at the face of the first human (*above*) to invade their world.



DIVE BEGINS as the benthoscope is lowered into the ocean from deck of an 80-foot barge rented by Hancock Foundation, Barton's sponsor. Sphere is held by single 3/4-inch steel cable which developed kink during testing and had to be mended. Other lines are for electricity and telephone. Twisting of the benthoscope caused trouble in power cable.



HIS RECORD DIVE OVER, BARTON IS PULLED OUT OF SMALL BENTHOSCOPE DOOR

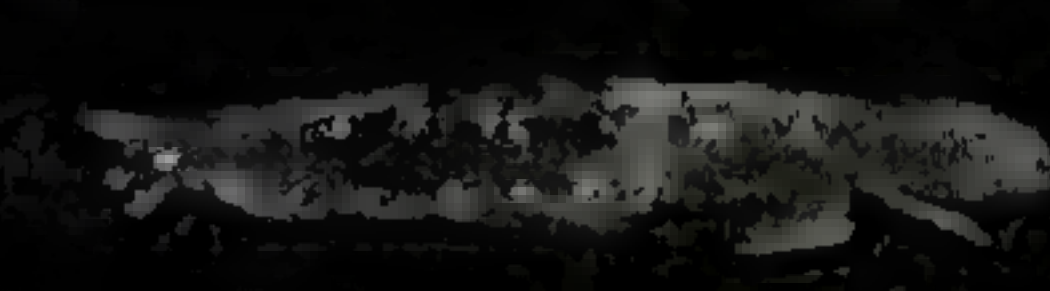
SPHERE WAS LOWERED INTO VALLEY

For his record-breaking dive into the Pacific, Barton picked a spot 30 miles off the coast of southern California, near Smuggler's Cove on the island of Santa Cruz. Here, amidst a range of undersea mountains, there is a broad basin whose floor lies 6,450 feet below the surface. Into this valley went Barton in his steel sphere, which he calls a benthoscope after the Greek words *benthos* (sea bottom) and *skopein* (to view).

Throughout his descent, Barton kept up a running conversation by telephone with his colleagues on the surface and made sketches of some of the things he saw (below). At 460 feet, as he peered into the darkening waters, he reported excitedly, "There are a lot of lantern fish passing by now. They're jumping all over. Now the fireworks are really starting. There's a creature that looks like a long pipe with a row of lights along it. . . . The tentacles of a jellyfish just dragged by the window and broke into a shower of sparks." At 1,500 feet: "It's just like sitting in an icebox. I'd hate to touch the walls here. . . . I'm wrapped in a blanket now." At 2,500 feet: "I see a barrage of luminescent shrimp spiraling outside the window. They give off a flash when they hit. . . . This is an unbelievable world."

At 4,000 feet the benthoscope's lights suddenly went out. Barton was left

THESE ARE BARTON'S SKETCHES OF THE THINGS HE SAW



THESE ARE THE ANIMALS HE THINKS THEY MAY HAVE BEEN



BULLET-SHAPED FORM with the trailing tentacles (top) was probably a luminescent squid like one in photograph (bottom) taken at Bermuda by Dr. William Beebe.

CIRCLE OF LIGHTS looked to Barton like luminous spots around mouth of an angler fish, a denizen of the dark depths which has glowing lure to attract the fish it eats.

ROWS OF BLUE DOTS looked like the lantern fish Barton had seen during dives in the Atlantic Ocean. It is four inches long, may use glistening lights to attract a mate.

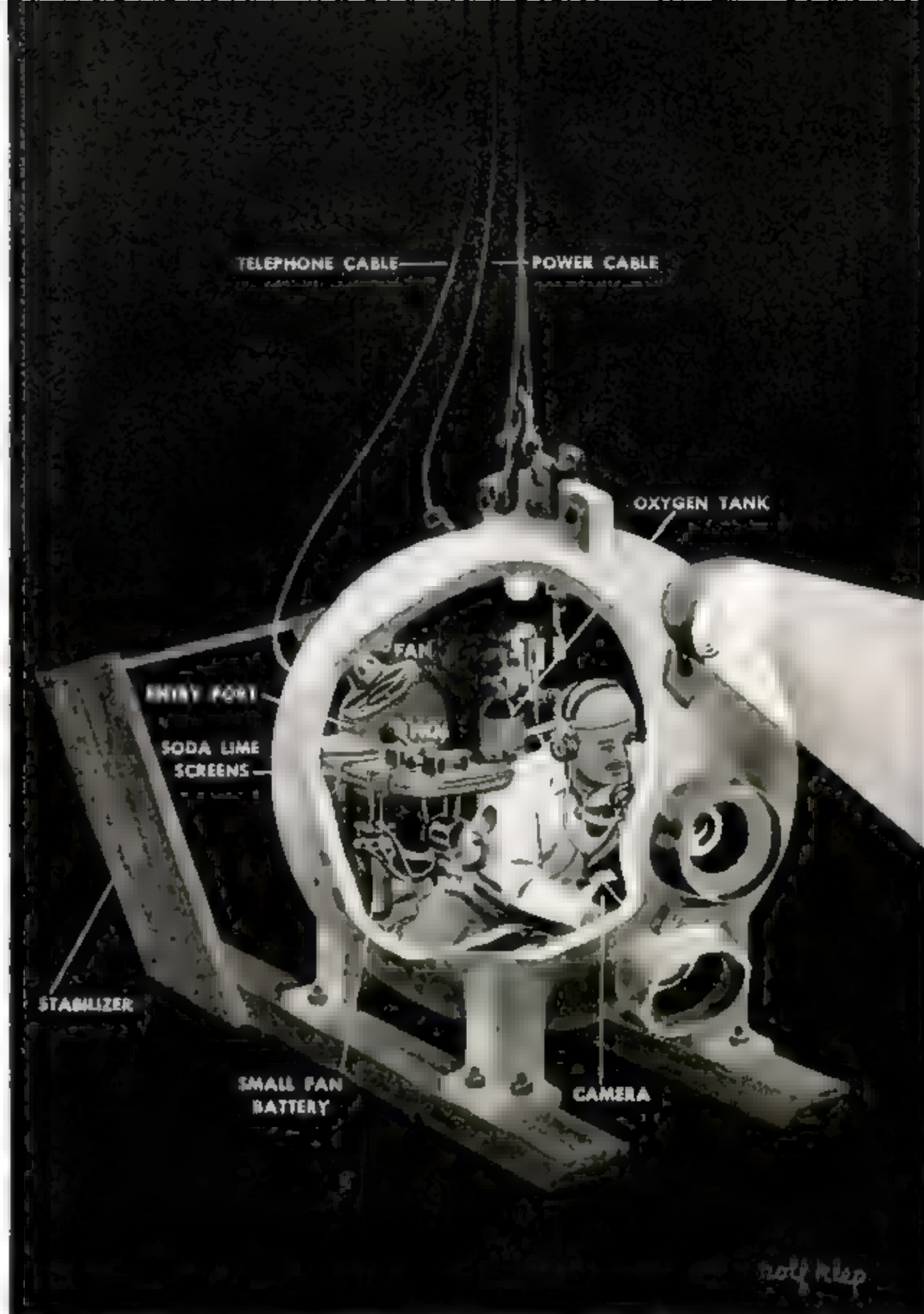


EXHAUSTED BY HIS ADVENTURE, BARTON DOZES AT A DINNER AFTER HIS DIVE

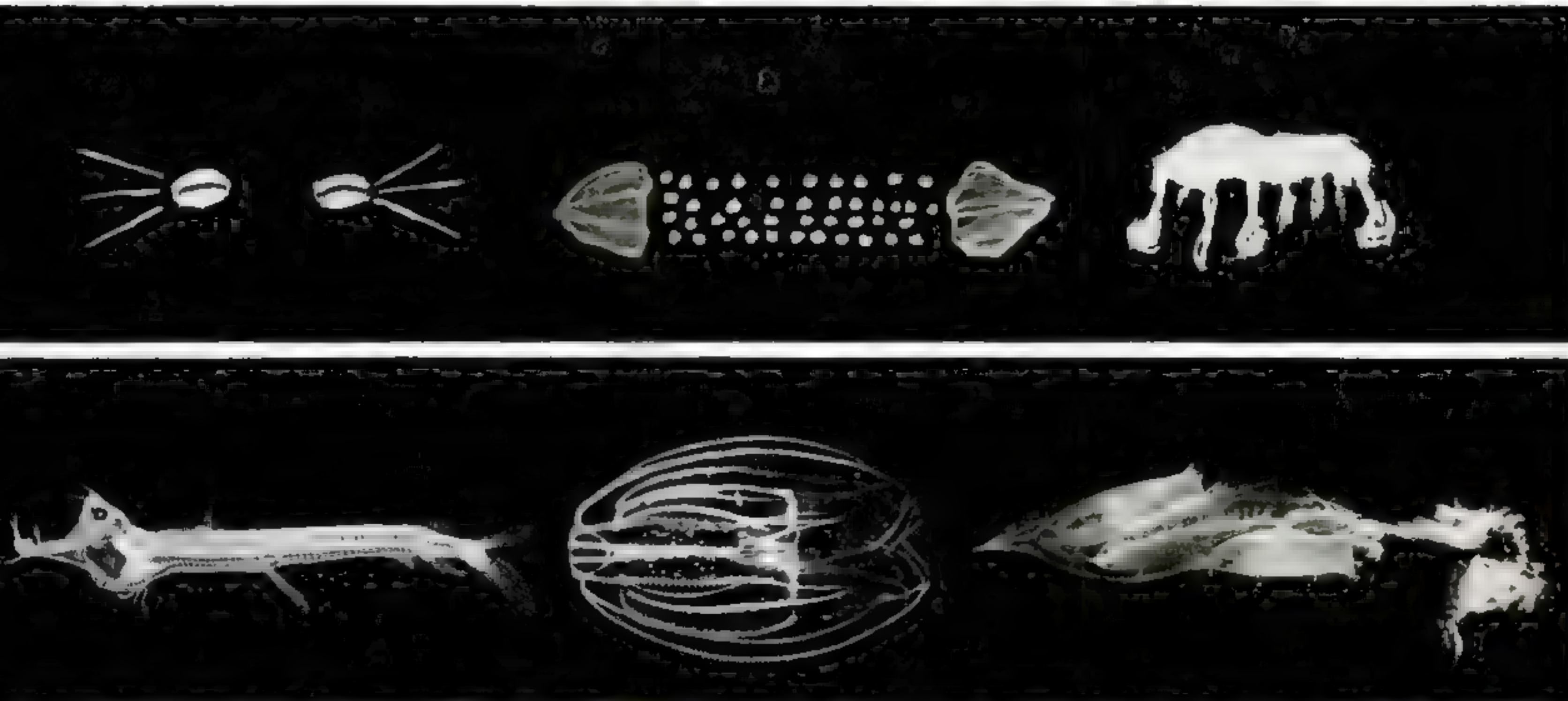
AT BOTTOM OF THE PACIFIC OCEAN

in intense darkness broken only by eerie flashes of light given off by the ghostly looking animals that passed his window. At this point Barton had already broken the world's diving record of 3,028 feet, set by himself and Dr. William Beebe in 1934. But after a moment's hesitation he gave the order for the benthoscope to be dropped lower. A minute later his flashlight picked up a puddle of water at his feet. It took him several breathless seconds to realize that the water came from condensation and not from a leak.

At 4,100 feet, Barton reported, "I won't look at the window right now because it gives me rather an unsteady feeling. . . . This seasick feeling is probably due to the rocking of the ball. . . . I hear a continual crunching of the cable." At 4,500 feet: "I'll look now. . . . There's a triangular light with a glow behind it and a line in front. . . . I've got my face right in the window now. . . . A globular shape did a jig in front of the window. . . . I'm going to change my position. . . . It's very uncomfortable. . . . It's the nerve strain, the eye strain from the movement of the organisms." After eight minutes at 4,500 feet, Barton was asked if he wanted to come up. He replied, "If we had the lights on, I wouldn't hesitate, I would go right on down because I'd like to see what—but it's pointless to go to 6,000 feet without lights, so I guess I'd better come up."



INSIDE THE BENTHOSCOPE the walls and floors are lined with equipment. Oxygen tanks revitalize the air and the trays of soda lime absorb the carbon dioxide which Barton exhales. In case failure of the power line should stop the big fan (as it actually did during the dive) Barton rigged a fan to dry cell batteries to keep the air circulating.



A PAIR OF GLOWING SPOTS with projecting rays might represent a front view of lights behind eyes and extended fins of a dragon fish shown in side view (bottom).

RODLIKE SHAPE with lights could have been a ctenophore—a low order marine animal which feeds on tiny shrimp and has similar rows of glowing spots along its body.

CLUSTERED, GLISTENING BLOBS looked to Barton like a drifting colony of the delicate, transparent, jellyfishlike siphonophores shown in the photograph below.

"WE ARE OF THE WEST"

ADENAUER SPEAKS



DR. KONRAD ADENAUER, leader of Christian Democrats in western Germany, will head government of new republic. Conservative and anti-Nazi, he opposes socialism, advocates decentralized state.

NEWLY ELECTED GERMAN CHANCELLOR GIVES STATEMENT TO "LIFE"

by DR. KONRAD ADENAUER

The German people have grown up politically. They proved this, in my opinion, not only by their large participation in the election of August 14, but also by their clear-cut decision for the parties of the center. The nationalistic undercurrents evident in pre-election exhortations were by no means so important as foreign press accounts made them appear to be. The nationalistic line will be represented in the new government only by five delegates out of a total of 402. Having voted overwhelmingly for parliamentary democracy and European cooperation, it is likewise clear that a considerable majority of Germans have felt the growing power of Christian Democratic thought. At the same time we note, in Germany as elsewhere, a corresponding abandonment of socialism and its doctrines of planned economy. The same trend is visible in Belgium, and to an increasing degree in Socialist Britain. Needless to say, the same applies to Communism.

An eastern bulwark

During the recent election campaign I emphasized that Germany can be reconstructed on a sound basis only if she declares herself wholeheartedly for the Christian world of the West and all it stands for. Our position in that world makes us the eastern bulwark of a free and democratic Europe against those parts of the Continent dominated by Communism, and it is my belief that America, as a member of the Atlantic world, must have a strong interest in giving Germany the protection she needs.

The Christian Democratic Union gratefully recognizes the actions already undertaken by the allied nations, chief among them the U.S., to strengthen Germany's economic capacities. Without the food furnished in the tragic years from 1945 to 1948, the German people might have suffered a catastrophic famine. We have further recognized the significance of Marshall Plan aid, without which the democratic ideal in Germany would scarcely have found fertile soil in which to grow. We also believe that our new government must exert itself to the utmost to assure that Germans, instead of living on foreign charity, may soon earn their own living through increased exports. In the long run Germany cannot be dependent on relief money provided by the American taxpayer. A beggar who, though fit to work, appears repeatedly on the doorstep requesting alms must inevitably be despised by the most benevolent benefactor.

By intensifying German production and increasing German exports, the CDU intends to build up a capable and competitive economy based on the economic policies already initiated, the principles of which are free private initiative and profit sharing for the worker. These policies have already freed industry, trade and commerce from the shackles of a state-controlled economy. At the same time the CDU must aid in mitiga-

By CABLE FROM FRANKFURT

ting the distress of all those victims of time and circumstances who lack the strength to build up on their own a new and prosperous existence. The most important task of the new parliament and government will be the construction of housing. The present catastrophic housing situation severely endangers family and community life.

The new government must press for the internationally guaranteed return of the expelled to their former homes. On the basis of international law the CDU can never agree to recognize the German-Polish frontier arbitrarily drawn along the Oder-Neisse line. I wish to stress emphatically that this question concerns the whole of Europe. These eastern German provinces with their enormous resources in food and raw materials represent an important factor in the European economy. The press of refugees from these eastern territories inside Germany, furthermore, creates a dangerous focal point of political unrest.

Another danger point must not be overlooked: I can well imagine that by 1952, when Marshall aid ends, Germany's exports will not yet have reached the point where they can pay for her necessary imports. To avoid increasing internal difficulties resulting from a rapid lowering of Germany's standard of living at this point, the U.S. should now plan certain preventive measures. It must not be forgotten that the suffering masses of Germany are an easy prey to Communist propaganda. In this connection the policy of continued dismantling is of particular importance. It is absolutely incomprehensible that four years after the war and at a time when the whole world is convinced that only increased production can save Europe, German workmen should be forced in the name of war reparations to dismantle German plants which have nothing to do with war production. Germany's industrial potential is still considerable. It should be integrated with that of the Western world and linked with the great industrial centers of the U.S.

Exchange of youth

These closer economic relations between our nations should be followed by closer educational and cultural ties. An exchange of German youth with the youth of all nations is of vital importance in leading Germany out of the dreadful mental isolation into which she was plunged by Nazism.

We are of the West, even though oppression, war and defeat have left Germany a pawn in the great struggle of the Western and eastern worlds. In our relationship with America we are at the receiving end. But in years to come an economically and politically healthy Germany, indebted as it will be for aid from the West, may eventually repay these commitments by contributing her share to the benefit of the Atlantic world to which we all belong.

THE CHRISTIAN DEMOCRATS

THEIR LATEST VICTORY SHOULD EARN THEM STRONG U.S. SUPPORT

The recent West German elections, in which the Christian Democrats finished first, the Social Democrats second, the Free Democrats third and the Communists a bad fourth, have been analyzed from as many angles as Willie Hoppe encounters in a billiard tournament. But the really important angle has been almost universally missed. It has been missed because we have been looking at the Germans with an eye to their behavior as Germans (which is to say, as creatures full of menace). The surprising thing, however, is that the Germans, once they got to the polling booths, acted very much like the rest of Western Europe. They not only ditched the Communists, they behaved in a way to make one believe that a new nonsocialist "center" is emerging throughout free Western Europe as a universal thing.

The Communists got a meager 5.7% of the vote and 15 seats out of 402 in the new Bundestag, which makes them a mere floating fragment in the new Germany. But the Socialists—the anticapitalist, "planning" party—did not inherit anything from the Communists' loss. The Christian Democrats, nonsocialist for the most part, got 7,357,579 votes and 139 legislative seats, which doesn't give them much of an edge over the Socialists, who got 6,932,272 votes and 131 seats. But as a "free enterprise" party, the Christian Democrats are psychologically able to make a coalition with the Free Democrats and other nonextremist splinter groups.

Yesterday's shibboleths

To those who are still using the patterns of analysis that were popular just after the war, this election proves that Germany has gone "right." From 1945 until recently we were told that the Socialists represented the "center," or the "middle way," in Europe. To the left was Communism, which was to be fought; to the right was "reaction," leading to fascism. The only good liberal choice open to U.S. policy makers was to cooperate with the Socialists, who alone possessed the secret of democracy. So ran the catechism from 1945 to 1949.

Well, what has happened to the popular shibboleths of yesteryear? In Italy the Christian Democrats are now in the majority. In France the situation is not so clear, due to the Gaullist movement which has drawn many Catholics away from the strongly Catholic MRP. But the French socialists are a dispirited lot and are certainly no longer the French "center," which is distributed over a number of parties. In Belgium the Social Christians (who are not socialists) rule in coalition with the Liberals. In the Netherlands the picture is more or less the same.

All of this might constitute a drift to a fascist "right" if it were not for one fact that has been largely unreported in the U.S. This fact is that Europeans are taking certain values implied by the adjective "Christian" with high seriousness. Not all members of the various Christian democratic parties are 100% "practicing" Catholics or even for-

mally Christian; some are probably agnostic. But the point about Western Europe today is that religion has interpenetrated with politics in such a way that people have been voting for humane values and good men, not for hard-and-fast economic philosophies.

Since freedom is a humane value, the Christian democrats of Europe are skeptical about socialist "planning," which inevitably tends to push people around insofar as choice and scope of occupation are concerned. But if Christian democracy is generally against the "planned state," it is not committed to *laissez faire* in a 19th Century, devil-take-the-hindmost sense. A discerning visitor to Europe, after talks with Christian democratic leaders (pictures at right), came away last spring with the feeling that what they stand for is "liberty—and morality." They want to use the tools of capitalism, but within the bounds imposed by common decency and enough social services to make life palatable to all.

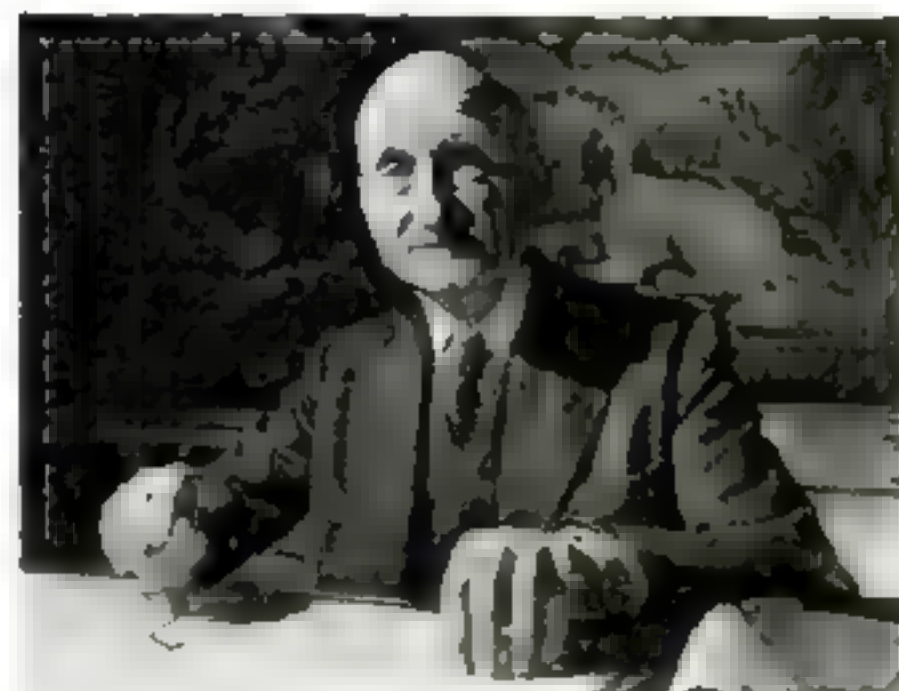
Free enterprise Christians

The leader of the German Christian Democrats, 73-year-old Dr. Konrad Adenauer, is reported to be an "archconservative." But what does "conservative" mean when applied to German Christian democracy? The mentor of the party, Dr. Ludwig Erhard, the economic oracle of West Germany who brought revival by removing controls after the currency reform, talks the language of the liberal Austrian school of economics—which is extremely non-Nazi. The German Christian Democrats are for a federalistic, as against a centralized, political system. None of this adds up to Nazism, which gloried in controls and centralized authority.

There is no sense in going into starry-eyed rapture over the new European "center"; it has dangerous problems to surmount, and the truly liberal and moral elements in the Christian democratic parties may lose out to the more conventionally "rightist" elements in the long run. The Italian Christian Democrats may founder on land reform, the French Catholics in the De Gaulle movement might succumb to the man-on-horseback complex and so ruin the good work already done by the MRP, the Belgian and Dutch Christian party members might lose prestige in a time of economic recession, and the German "free enterprise" followers of Dr. Erhard may prove unable to deal with the heritage of an ancient cartel system. But there's a great deal of potency in a name just so long as the human being dislikes being hypocritical.

The Christian Democrats have been valiant in opposing the encroachments of Statism, but they need a more constructive attitude of their own. The U.S. can help by offering to cooperate with Christian democrats wherever they are doing their job. We were prepared to help the Socialists, with whom we disagreed; we should be more prepared to help a leadership whose faith is very much akin to that we profess for ourselves.

THE KEY FIGURES



ROBERT SCHUMAN, French Foreign Minister, is a leader of *Mouvement Republicain Populaire*, or MRP. A strongly Catholic but nonclerical party, the MRP opposes extreme nationalization of industries.



ALCIDE DE GASPERI, Italian Prime Minister, heads the Italian Christian Democrats in coalition government. He believes in free enterprise and bases his policies on the principles of Christian morality.



PAUL VAN ZEELAND, Belgian Foreign Minister, is dominant leader of the Christian Social Party. A liberal free trader, he is author of many plans for reduction of international tariff and quota barriers.



JACQUES MARITAIN, liberal French Thomist, supplied a philosophical basis for European Christian Democracy. He was once French ambassador to the Vatican. Recently he has lectured at Princeton.



GUESTS RISE AS SOARING ROCKETS ARE CARRIED TOWARD THEM BY THE WIND

ROCKETS GO AWRY

A rain of fire breaks up a charity ball on the Riviera

The sponsors of France's annual Bal des Petits Lits Blancs, a benefit for tubercular children, had hoped to make charity especially painless this year. They scheduled the ball for the Palm Beach Casino at Cannes, ordered 225 pounds of caviar and invited everybody who was anybody—as well as everybody who had the price of admission: 25,000 francs plus a bottle of champagne. Unfortunately, only a few notables—among them the Duke and Duchess of Windsor and some movie people—bought tickets, but enough were sold to the less celebrated to make the charity a success financially. (Columnist Ima Maxwell, who was there, of course, explained later, "Many people didn't want to have their names listed with the rich butcher and baker crowd.")

All this got the party off on the wrong foot but was nothing to the disasters which followed. A rising wind blew out 2,000 candles on the Casino terrace, where the duke and duchess and the butchers and bakers were trying to eat caviar, lobster and truffle. A surly waiter threw a salt cellar at Actress Michele Morgan—and hit her. Their entertainment was poorly paced and spotty. At 1.30 a.m., in an effort to titillate guests who seemed about ready to leave, the sponsors set off 10 boatloads of fireworks a little way offshore. The rockets rose beautifully, hung in the night air, caught the breeze and descended on the diners. Some people tried to defend themselves with chairs. Others fled. The Duke of Windsor, trying to rush the duchess to safety, had to wait a half hour for his car.



SHOWER OF ROCKETS cascades onto startled onlookers as wind blows fireworks inshore. The rain of fire caused a near stampede after the first few moments, when din-



IN ROCKETS' RED GLARE, the Duke of Windsor taps duchess with a menu as a signal to leave. Duchess's aunt, Mrs. "Bessie" Merriam (right), seems un-buried. Below: a guest protects himself with a chair as Actor Louis Jourdan, who has been called "the prettiest man in the world," looks traumatically for shelter for his wife and himself.



ers seemed paralyzed with surprise. In the confusion a small fire got started in the balcony of the Casino, and four dinner jackets and three evening gowns were set ablaze.



SMOKE-STAINED WESTINGHOUSE PLANT LIES IN VALLEY NEAR PITTSBURGH

HOW TO BEAT THE COMMUNISTS

**AROUSED ANTI-REDS OF UE'S VITAL PITTSBURGH LOCAL
GET TOGETHER AND TURN THEIR TACTICS AGAINST THEM**

In Pittsburgh last week the 13,500 members of Local 601, United Electrical Workers, C.I.O., held an election to decide what delegates they will send to the national convention. Because 601 is the second largest local in the U.E., it controls a big block of votes that will be cast—perhaps enough to swing the balance of power and determine the fate of Communists like James Matles and Julius Emspak, who have long held a stranglehold on the union.

The outcome of 601's election was a resounding victory for the anti-Communists, who placed eight men on the 10-man delegation. It was a triumph for the democratic majority of U.S. labor, as well as a primer which shows how the Reds can be beaten.

Leaders (1) in the left-right battle were members of one family. On the anti-Communist side were union executive board member Mike Fitzpatrick and his son Tommy, union publicity director. Fighting for the left was Mike's brother Tom, chief steward.

Before the election Reds began their familiar tactics. First they picked their own slate, then tried to encourage the opposition to nominate dozens of splinter candidates. (In an election last December 100 men were nominated for eight jobs.) But the anti-Reds compromised internal differences, came up with one slate. Then Reds demanded the election be held in a small, cramped hall because a light vote would benefit them, but this was vetoed.

The Reds rushed organizers and party-line speakers like International President Albert Fitzgerald to Pittsburgh. When Reds "packed" halls with hecklers, opposing hecklers shouted back.

Meanwhile Pittsburgh's churches jumped into the battle. Catholic priests, in line with increasing participation of their Church in labor affairs, were by far the most outspoken, although Protestants joined in as well. The intervention had a mixed effect, alienating workers too. When pro-Red Tom Fitzpatrick spoke at union meetings, hecklers cried, "Stalin says no!" When anti-Red Mike Fitzpatrick spoke, other hecklers replied, "The Pope says yes!"

But the big issue was not Church intervention in union affairs. It was whether Local 601's democratic majority, heretofore outwitted by the Reds, could assert itself and take command. It did.



BITTERLY DIVIDED BROTHERS are leaders of pro-Communist and anti-Communist factions in Local 601. At the left is pro-Communist Tom Fitzpatrick. In center is Mike Fitzpatrick, Tom's brother, so opposed to his views that he doesn't speak to him. At right is Mike's son Tommy, who detests his uncle's ideas but acts as intermediary.



REDS "STEAL" A CROWD by sending truck with a left-wing barker aboard into a meeting outside Westinghouse plant. While anti-Communist leaders were speaking, the barker called on unemployed workers to attend another meeting. Laid-off union members were allowed to vote in this election, were a favorite target for Communist oratory.



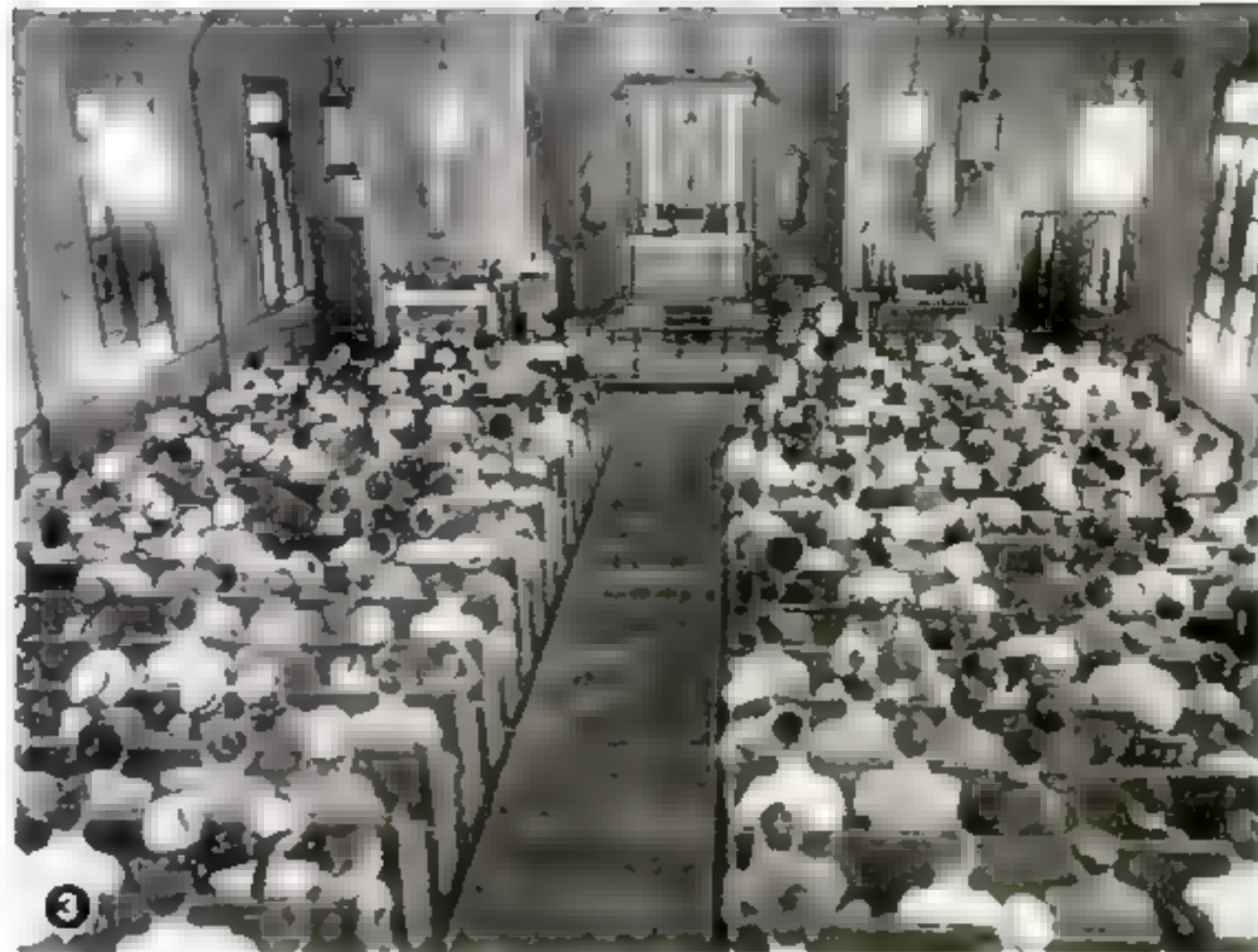
IMPORTED ORGANIZER from Buffalo turns on the charm for the left wing cause as she buttonholes union members going home after work at Westinghouse.



ANTI-RED MANEUVER was staged by the right wing to open up other registration booths so voters held up by left-wing stalling tactics could cast ballots quickly.



PRE-ELECTION MANEUVERING (above) goes on with no holds barred. The pro-Communists wanted election held in this relatively small room where cramped quarters and confusion would benefit them. But by chance the fire commissioner found out and ruled that such a large number of people could not convene in a place with only one exit.



THE CHURCH SPEAKS OUT against Reds. Here Father Joseph Clougherty reminds congregation, just before election, that the recent papal declaration excommunicating Communists applies in this country as well as in Europe. Last year another Pittsburgh priest wrote a 12-page pamphlet called "How to de-control your union of Communists."



COMMUNIST LEADER Nathan Albert (right), who is secretary of the Squirrel Hill club of party, confers with leftist union officer Samuel Wilkins before the election.



MEETING OF "UNEMPLOYED" held by the left wing in Wilmording Stadium was sparsely attended, and more jobholders than nonworkers turned up. The leftists' idea was to blame right-wing union officers for a deal with Westinghouse whereby 1,800 men have been laid off in the last two months. In the election only 29 unemployed men voted.



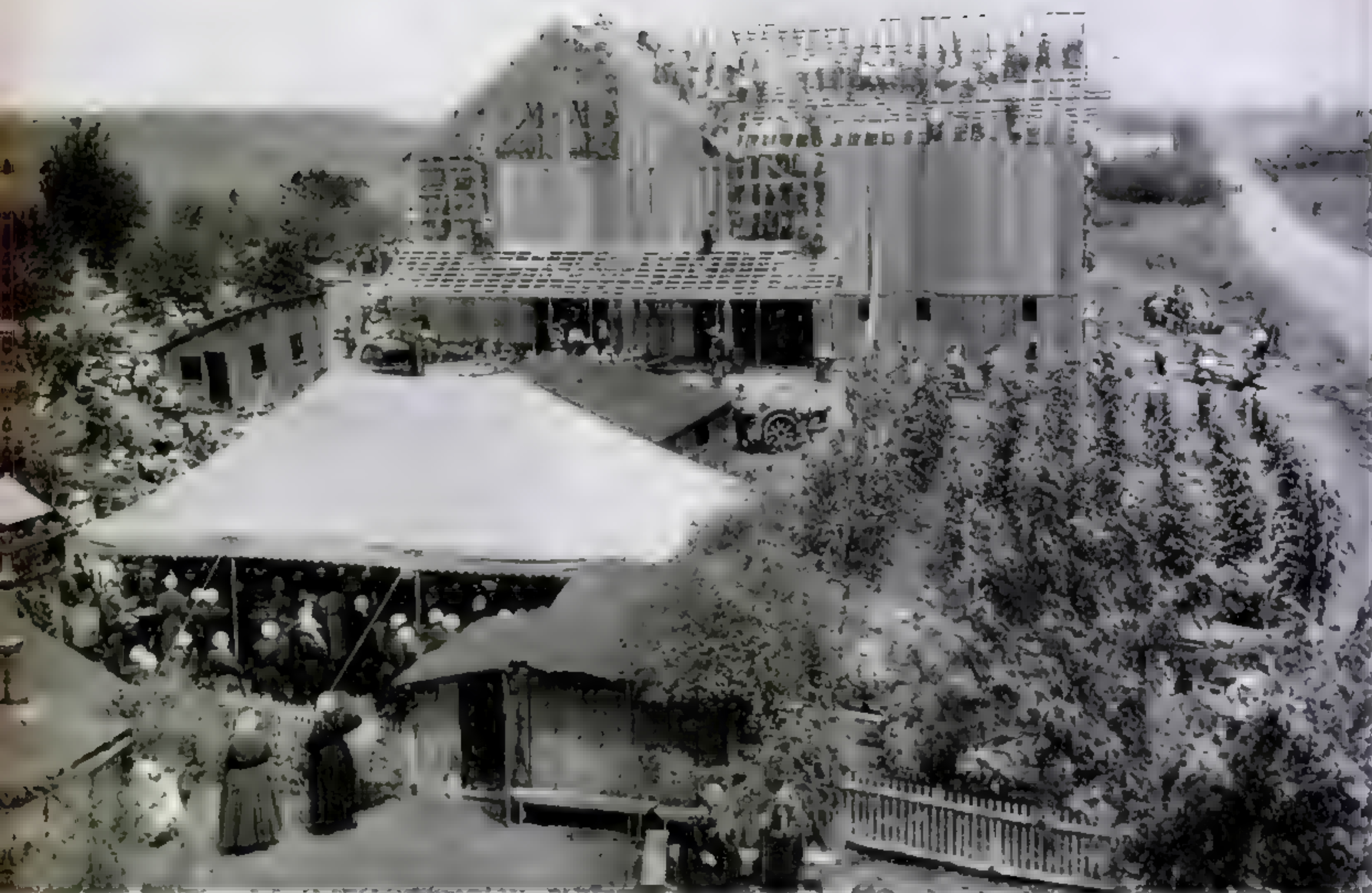
ALBERT FITZGERALD, international president of U.E., talks to workers. Kept in office by the Communists, he has a long record of active cooperation with them.



LEFT-WING MANEUVER created a bottleneck outside the East Pittsburgh High School, where balloting took place. Only one entrance was open to voters. When pro-Reds in building were asked to open others they replied with a plaintive "Who, me?" Anti-Reds staged softball games in nearby field, offered free beer to help get out the vote.



VOTING AT LAST after waiting out leftist-caused delays, union members mark ballots in school basement. Thirty-six candidates were nominated for the 10 delegate posts. All names were placed on one ballot, and each voter checked those he preferred. Since pro-Reds elected only two, anti-Reds will have 127 of local's 158 votes at the convention.



AMISH RAISE A BARN Last month fire destroyed Ben Weaver's barn near Mt. Hope, Ohio, in an area populated with members of the Amish sect. But it did not destroy an old help-thy-neighbor custom among farm folk. Weaver's devout neighbors rallied

round and held a barn-raising. The Amish women killed and dressed hundreds of chickens, baked dozens of cakes and mixed huge salads for the midday meal that was served to 750 people (above). Their menfolk got up before dawn, did their own chores, then flocked to Weaver's farm to do a chore for a friend in need.



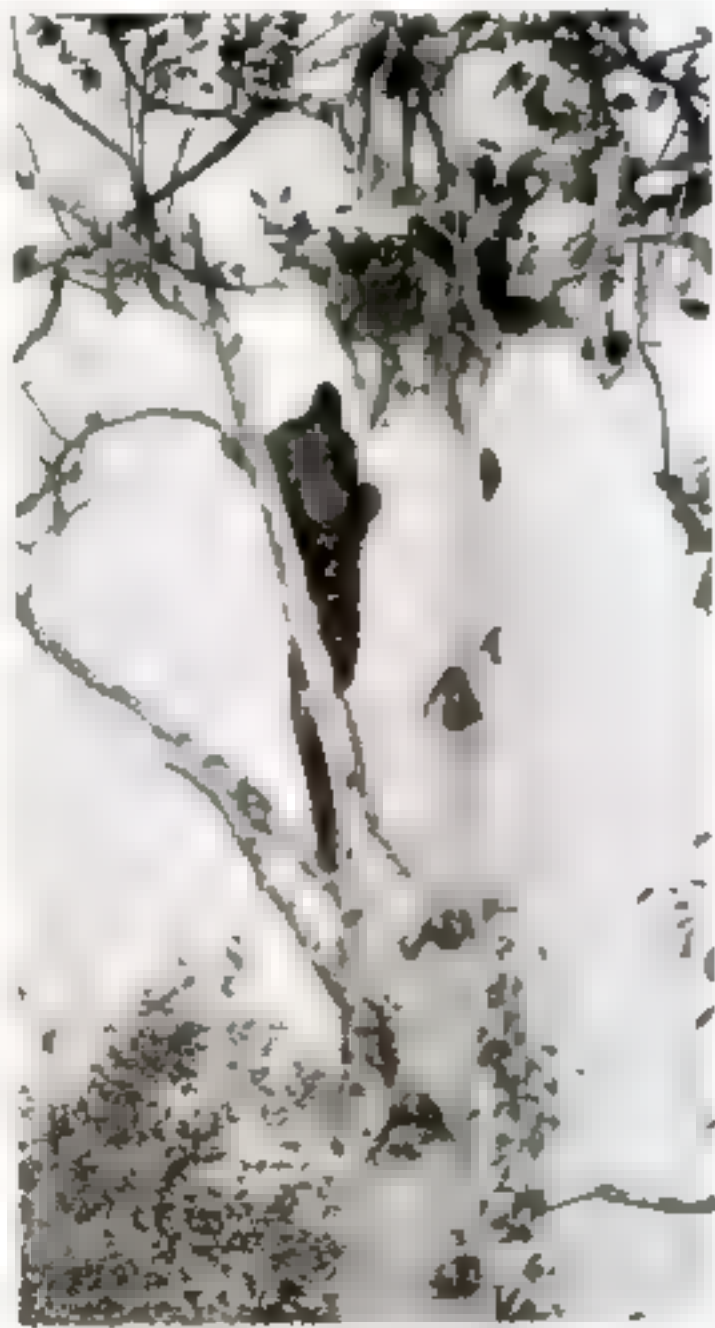
BEARS' INVASION OF DULUTH Once upon a time, according to a postwar Italian fairy tale, a woolly foreign legion came out of the hills to stage *The Bears' Famous Invasion of Sicily* (LIFE, Aug. 9, 1948). On a smaller scale such ursine invasions are old stuff to Duluth, Minn., a city frequently sought out by bears

as well as by fugitives from hay fever. But not even Duluth was prepared for the hundreds of hungry bears that have invaded it this month from cutover lands back of town, where the dry season has killed wild berry crops. Last week, on the 20th anniversary of one famous visitation (when a bear crashed the Hotel Duluth coffee shop via a plate-glass window), the city was bothered by bears



QUAKE RAZES A CATHEDRAL This picture of the toppling spire of Ambato Cathedral reached the U.S. from Ecuador last week. It was the work of an iron-nerved photographer who stood his ground while his world came tumbling down

around him. Inside the cathedral a frightened crowd had sought refuge. Only a second after he took his picture, the massive spire crashed to the ground and the roof of the cathedral collapsed (LIFE, Aug. 22). When the dust had settled, 70 people (out of Ambato's 500 dead) had been killed by the crashing stones.



as never before. One ambled down a street, dived into the Duluth ship canal and climbed into a boat. Three men climbed out—one with a hole in the seat of his pants—leaving the bear at the helm (*left*). When another boat began towing the bear out of town to set him free, he foolishly jumped out, was lassoed, pulled to the canal bank and shot. Other bears appeared even in trees



within the city (*second from right*). Many were scared away, some were shot and a few were marched off to the zoo (*right*). To placate the invaders and keep them out of traffic, the residents set up "bear cafeterias" on the city's outskirts. Such free lunches and the bears' own good sense, game wardens said hopefully, should bring an end to the bears' now famous invasion of Duluth.



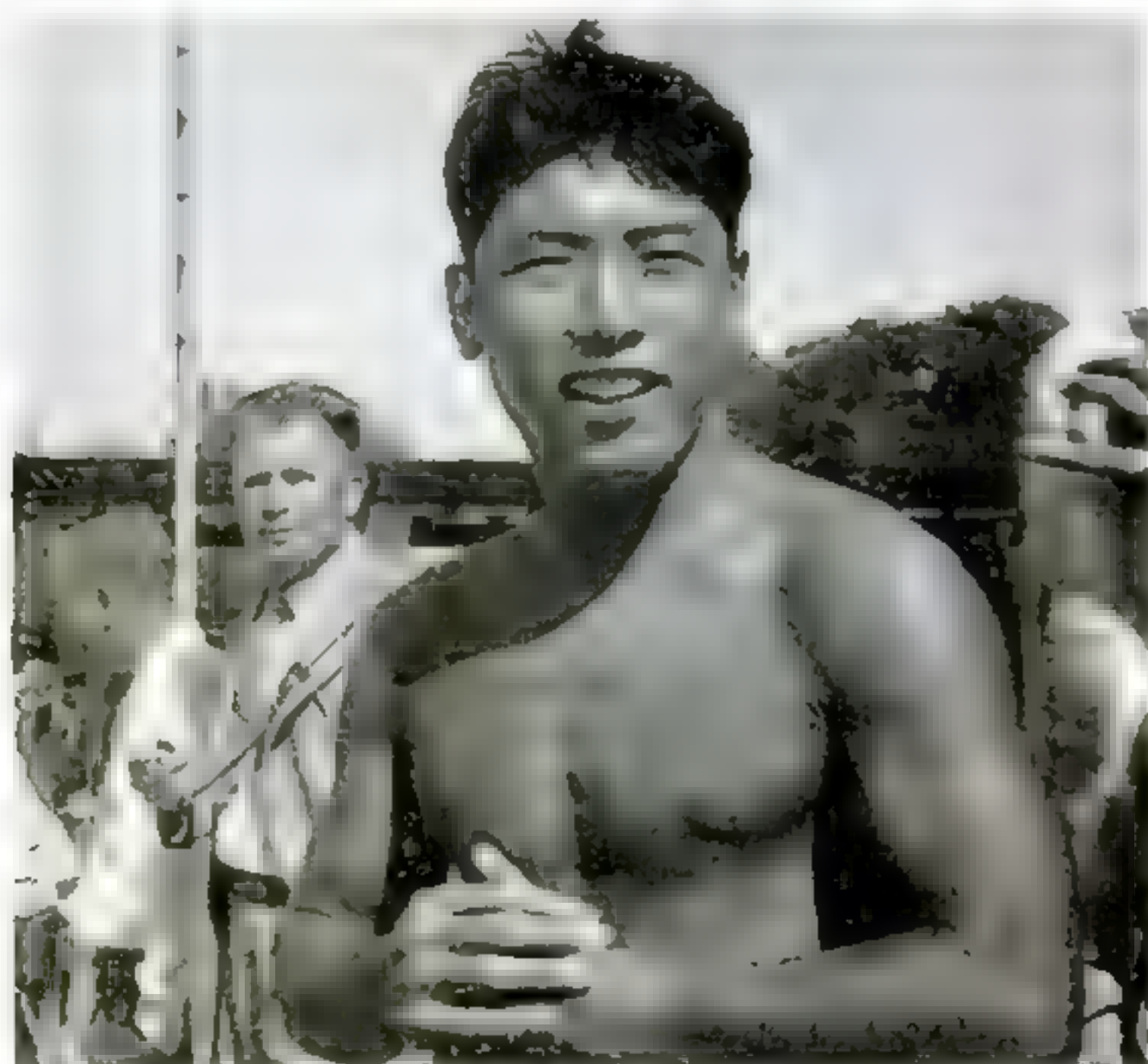
KICKING UP A SPECTACULAR SPRAY, FURUHASHI TOUCHES THE FINISH LINE AFTER WINNING HIS 1,500-METER HEAT IN 18 MINUTES 18 SECONDS—39.8 SECONDS UNDER

JAPS ARE ON TOP AGAIN

They break five records to regain swimming supremacy

In Los Angeles last week it was like the '30s again. Six Japanese swimmers, the first to represent their country in any kind of international sports since the end of the war, had been invited to compete in the annual A.A.U. championships. They promptly regained the swimming supremacy their countrymen had once enjoyed. The Japanese team won five out of six free-style races (the U.S. could win only the 100-meter sprint) and shattered five world records. Three of the records were broken by Hironoshin Furuhashi (*left*), a 20-year-old Nippon University student who lowered the existing standards for 400, 800 and 1,500 meters, then swam the anchor leg on an 800-meter relay team that set a fourth world record. Furuhashi's teammate, Shiro Hashizume, also 20, was almost as impressive; he was able to set a new 1,000-meter mark while finishing a close second to Furuhashi in the 1,500 meters.

How did they do it? U.S. swimmers studied Furuhashi's unorthodox form with some bewilderment; his arms went round and round like the paddle wheels on a river steamer, seemingly unsynchronized with his leg kick. The Japanese coach said it was a matter of conditioning, and the Japanese had their own ideas about that (*right*). "Our boys train much harder," he said. "Your boys have too much life besides swimming." In any case the tremendous margins of the Japanese victories destroyed the complacency U.S. swimmers had enjoyed ever since they swept all of the men's events in the 1948 Olympic Games. Said one defeated American swimmer, "This is the best thing that ever happened to us."



"THE FLYING FISH," Furuhashi's U.S. nickname. is 5 feet 7 inches tall and weighs 162. During war he worked in a machine-parts plant. is now studying political science.



THE OLD WORLD RECORD. ON THE NEXT DAY HE WON THE FINAL RACE IN 15:29.9



IN ANOTHER 1,500-METER HEAT HASHIZUME LEAVES HIS U.S. RIVALS FAR BEHIND



"SPORT MASSAGE" is given Furukashi by trainer using both hands and feet. This routine startled officials.



GROUP CALISTHENICS are done by Japanese before swimming. Many U.S. coaches frown on such exercises.



RELAXING, Furukashi (foreground) and Hashizume stretch out after one two hour, 15 minute 1,500-meter final.



BOY PHOTOGRAPHER'S NEWS PICTURE

Ten-year-old South Dakotan snaps a racing motorcyclist being thrown to his death

Last week 10-year-old Alan Howe (*left*) went along with his photographer father who was taking pictures of the annual Black Hills Motorcycle Classics in Sturgis, S. Dak. During one of the trial runs, Motorcyclist John Kenyon of Sioux Falls roared around the north curve, skidded and was thrown into the air as the machine tipped end over end. Young Howe, his

Speed Graphic ready, snapped the picture above just as the motorcyclist hurtled to his death.

The youthful photographer's father has been taking pictures for 10 years, but he readily admits that he has never got one as good as this. *LIFE* agrees that if Alan wants to become a news photographer someday, he has made an excellent start.



Shown on the screen is Miss Kyle MacDonnell—starred in the Bates Fabric Program, "Girl About Town," on NBL television

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ANNIVERSARY MODEL

at the lowest price ever for RCA Victor

TEN YEARS AGO RCA Victor introduced television to the public, but *more than twenty-five years* of television research are summed up in this Anniversary Model! You get brilliant, *locked-in-tune*, Eye Witness television in a beautifully designed cabinet. You get the new, wider, 61 square inch screen . . . *all* the famous RCA Victor features that have made Eye Witness television America's favorite—and the price makes *our* Anniversary *your* celebration!

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Plus \$1.12
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Suggested list price, subject to change without notice, is slightly higher in far West and South. RCA Victor 9T246, the Anniversary Model, operates on AC.



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DIVISION OF RADIO CORPORATION OF AMERICA

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FIRST IN RECORDED MUSIC . . .
FIRST IN TELEVISION**



F.O.B. Dixie

Now from the land of fragrant mint and warm hospitality, for your enjoyment comes the choicest drink ever created—a Four Roses Mint Julup!

Your first sip will tell you this no other Julup possesses the matchless *fineline* flavor of a Julup made with the traditional Julup whiskey—Four Roses!

Recipe for Perfect Mint Julup

1. Cover a few sprigs of fresh, tender young

mint with 8 in. powdered sugar and a little water.

2. Crush the mint (or simply stir it).

3. Place the mixture in bottom of tall glass, and fill with crushed ice.

4. Pour Four Roses until glass is full.

5. Garnish with mint; let stand till frosty.

Fine Blended Whiskey—90.5 proof—40% straight whiskeys—60% grain neutral spirits. Frankfort Distillers Corp., N. Y.



Wouldn't you
rather drink

FOUR ROSES

AMERICA'S MOST FAMOUS BOUQUET



THE VEEP AND THE LADY

When Alben Barkley was campaigning for the vice presidency last year one of his favorite campaign jokes was about the unfortunate man who had two sons. One became vice president of the U.S., and the father never heard from the other one again, either. Yet Barkley has completely reversed the old tradition of vice presidential anonymity. Since Jan. 1 he has made 63 speeches in 21 states and enlivened more parties than an itinerant magician.

So it became a public matter when the 71-year-old widower twice visited St. Louis and called upon 37-year-old Mrs. Carleton Hadley. Mrs. Hadley's husband, lawyer for the Wabash Railroad, died in 1945. She is now secretary to his successor and is bringing up two daughters. Last weekend she spent at the Veep's home in Paducah, Ky. There was even a party to introduce her to Paducah society.

It was natural, even in Kentucky, that such hospitality would bring reporters to ask if this were to be the new "Veepess." This bustle brought an editorial from the *Louisville Courier-Journal* entitled "Anonymity for Veeps has its points, after all." Barkley, too, complained of living in a goldfish bowl, adding modestly, "I'm just an old channel catfish, myself."

But few Paducans took these complaints seriously. The Veep himself, they said, was telling and retelling the newest Barkley story. It seems Barkley dropped in to see his brother John, a grocery clerk. "John," he said, "do you know I'm getting into a romantic mood?" "Alben," said John, "do you know you're getting into a rheumatic age?"



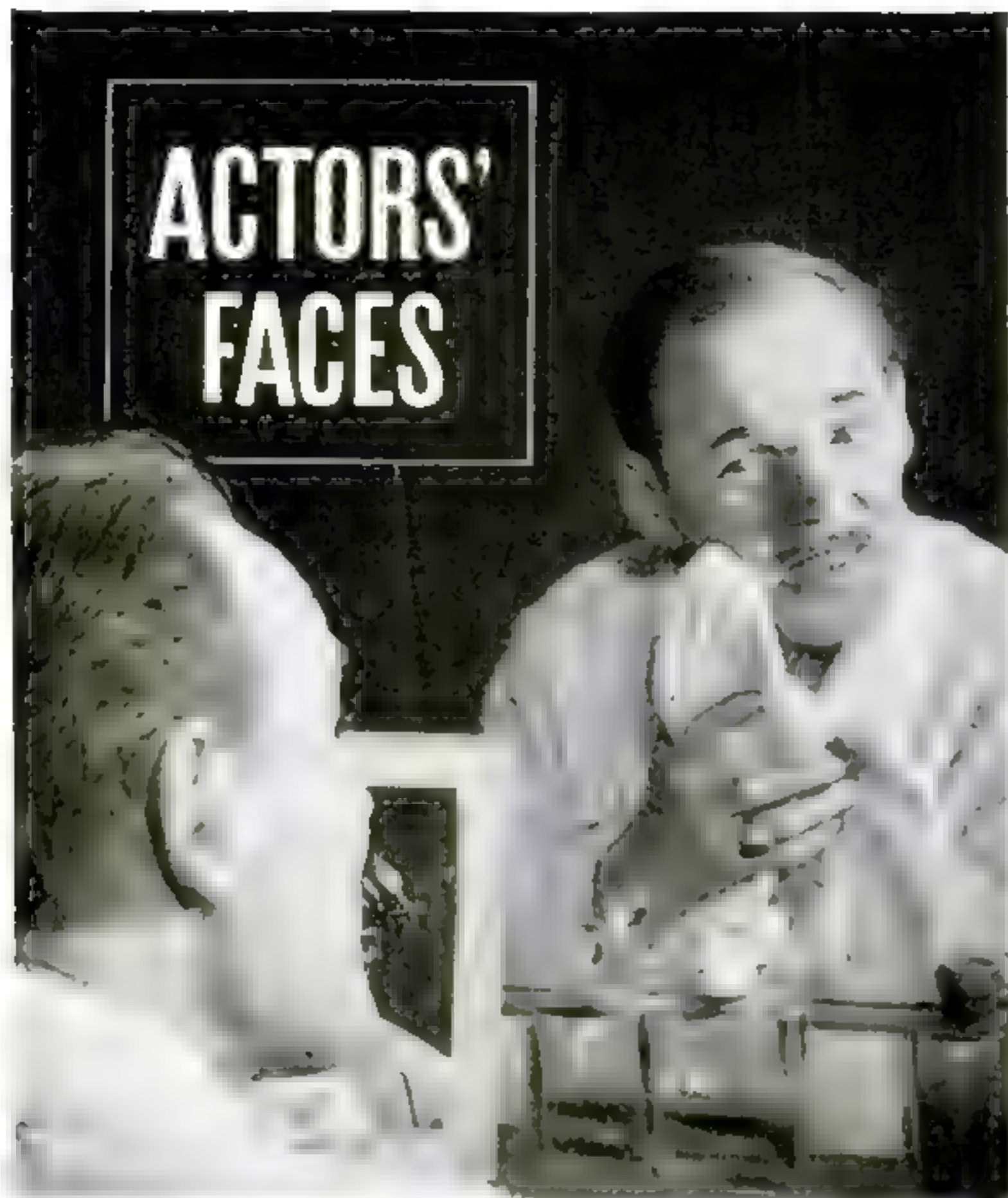
THE VEEP SHOWS MRS. HADLEY AND DAUGHTER HIS LIVING ROOM. PORTRAIT IS OF FIRST MRS. BARKLEY



THE PERFECT GENTLEMAN, Vice President Barkley hands a cup of water to his guest (first picture). looks away when she spills it (second picture). Mrs. Hadley



only spilled a little, drank the rest (third picture). The cup passing reminded reporters of a similar performance with President Truman during the Inauguration parade.



HENRY HULL demonstrates why actors' faces are extra-sensitive. Removing heavy stage make-up can be a slow, painful process—and hard on the skin. No wonder so many stars rely on gentle Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

THAT'S WHY HENRY HULL SHAVES WITH
SOOTHING WILLIAMS SHAVING CREAM

"It's only natural that rubbing off stage make-up should make an actor's face sensitive," says Henry Hull, well-known star of stage and screen. "But I still get smooth, easy shaves when I use Williams Shaving Cream. It never stings or irritates... takes the fight out of the toughest whiskers."

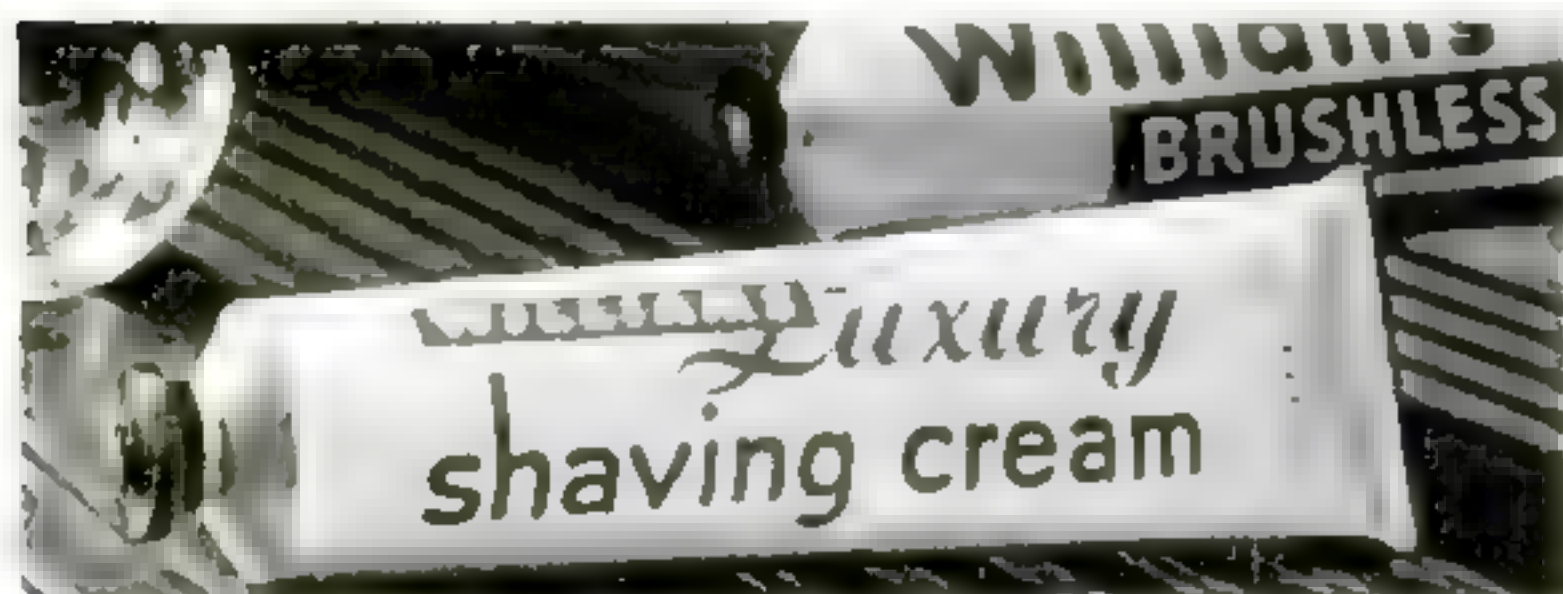
A shaving cream can be gentle to the skin only when it is made of mild, top-quality ingredients—blended carefully as a doctor's prescription. And that's how Williams Shaving Cream is made . . . with a unique

skill resulting from over one hundred years' experience.

Smooth, comfortable shaves

Williams creamy, soaking lather softens tough beards *completely*. It lets your razor shave closely and cleanly—and it leaves your face feeling smoother and refreshed. Get a tube of Williams today.

If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier and richer Williams Brushless Cream.



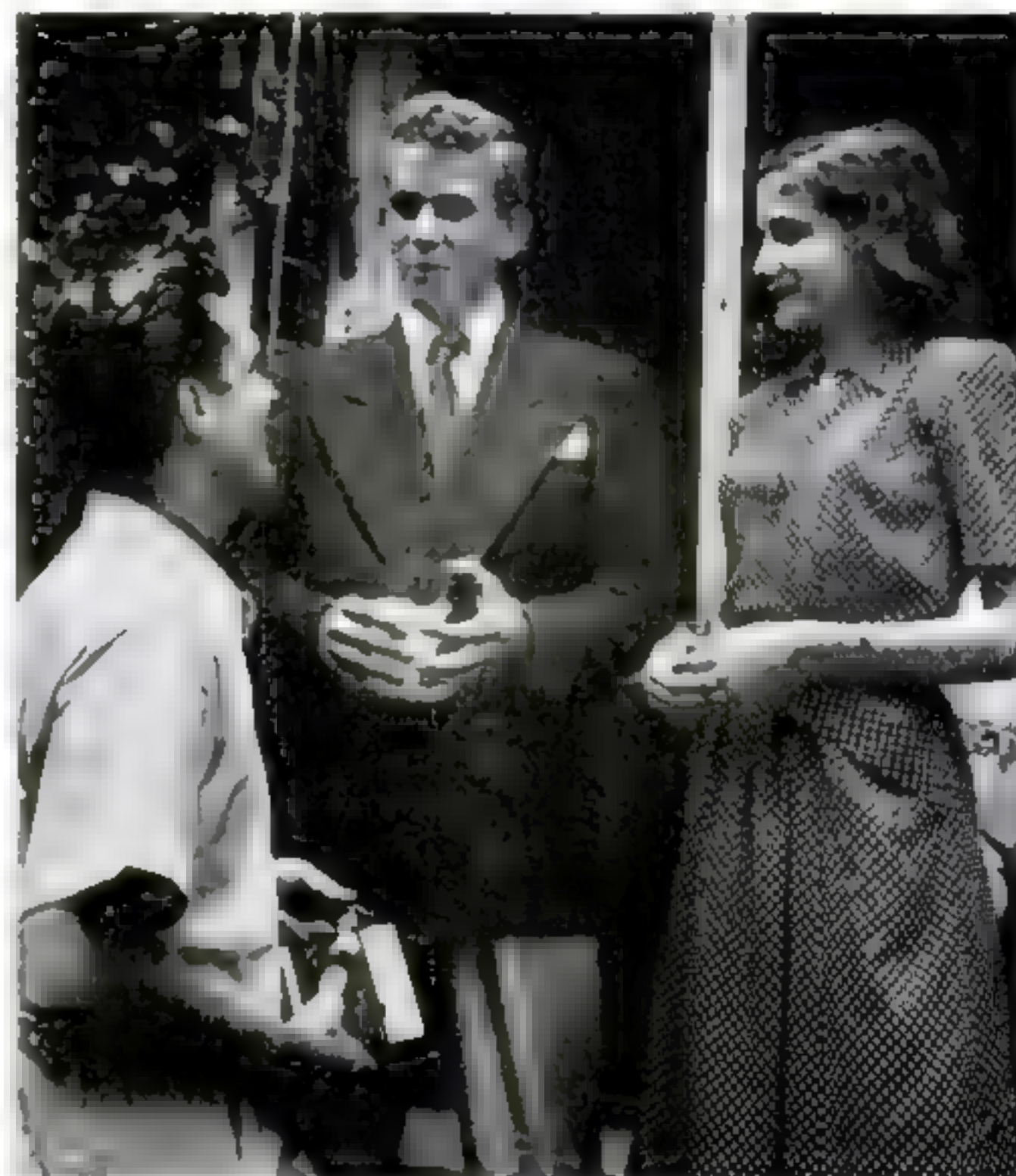
For the perfect finish to any shave, enjoy a refreshing dash of cool, tingling, cleanly scented AQUA VELVA. It's the world's most popular After-Shave lotion.



The Veep and the Lady CONTINUED



GRANDDAUGHTER Dorothy Anne is kissed. During beauty contest Veep had said he would crown a queen of his own. This, he announced, was the one.



MRS. HADLEY'S DAUGHTER, Anne, 17, is a little older than Barkley's grandson, Tom Truitt (center), who is 14. The other daughter is June, also 14.



GOING HOME, Mrs. Hadley smiles with Veep from Air Force plane Barkley uses. She hates to fly. He flies so much he is sometimes called the "Fleep."

NAMELESS, SHAMELESS WOMAN!

**TRAINED IN AN ART AS OLD AS TIME! She served a mob of terror
and violence whose one mission is to destroy! Trading her love...
yielding kisses that invite disaster, destroy...then — KILL!**



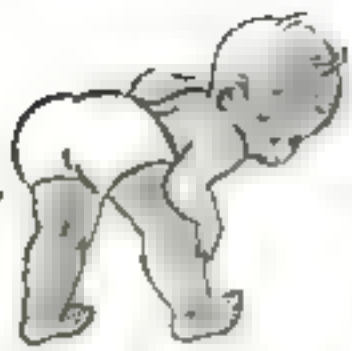
I MARRIED a Communist

starring
LARAINÉ DAY • ROBERT RYAN • JOHN AGAR
with **THOMAS GOMEZ • JANIS CARTER**

Executive Producer **SID ROGELL**
Produced by **JACK J. GROSS** • Directed by **ROBERT STEVENSON**
Screen Play by **CHARLES GRAYSON** and **ROBERT HARDY ANDREWS**



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FREE! No obligation! Nothing to buy!

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Playtex Park, Dover, Del.

Send me absolutely free, without any obligation, the valuable set of three super-stretchy latex covers that fit any size or bottle (same miracle latex used in PLAYTEX Baby Pants) plus the authoritative booklet, "How To Control Diaper Rash."

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INTERNATIONAL LATEX CORP'N.
Playtex Park, Dover, Del. © 1949

FIRST LADY'S TRIPLE FAREWELL



1ST HANDSHAKE: PERLE MESTA BOWS AND CLASPS BESS TRUMAN'S HAND



2ND HANDSHAKE: PERLE AND BESS "PUT 'ER THERE." MARGARET BEAMS



3RD HANDSHAKE: PERLE GIVES FRIENDS HARRY TRUMAN'S DOUBLE GRIP



HAT HIDES GOODBY KISS

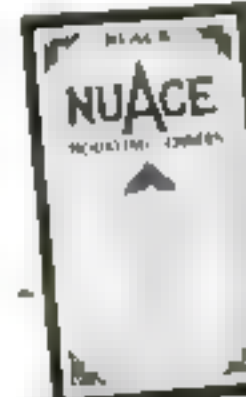
One day last week Bess and Margaret Truman, with fourscore other guests and a pack of photographers, boarded the *America* in Manhattan to see Mrs. Perle Mesta off to her new job as U.S. Minister to Luxembourg. At lunch the newly slenderized First Lady drank water as a toast was proposed to Perle. As the Trumans left, the cameramen begged for pictures. Bess, Margaret and Perle obliged by shaking hands three times (above) for all the photographers. But when she kissed Perle, Margaret told the boys, "You won't be able to see us —my hat's too big." She was right (left).



"They didn't know when Grammy took this picture that they were going to marry and have me. She mounted it with NuAce Snapshot Mounting Corners and kept it safe all these years."

To protect your precious snapshots, stamps, and other hobby collections, ask for NuAce, the better mounting corners, at 5c and 10c stores, drug stores, or at your favorite film counter. Available in a choice of 12 colors for only 10c per package of 100. (Also available in transparent, gold or silver.)

ACE ART COMPANY,
READING, MASS.



3 SIZES } REGULAR
JUNIOR
SENIOR

BEFORE IT'S LOST OR DAMAGED.

NUACE Snapshot Mounting Corners

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FASTEST
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IN THE WORLD

CHOOSE A NEW AUTOMATIC
GAS RANGE!

Gas has got it!

AMERICAN GAS ASSOCIATION

NEW PACK!

(DEWY FRESH)



Now at your Grocer's
GREEN GIANT PEAS

•Listen to the Fred Waring Show on NBC
every Saturday morning for the Green Giant

"Green Giant" and "Niblets" Brands
Reg. U. S. Pat. Off. © MVCCo.

Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario. Also packers of Niblets Brand whole kernel corn.

George Washington

never



IF YOU'VE ever made a trip through towns whose history dates back to American Revolutionary days, you've probably seen proud little signs, reading "*George Washington slept here,*" displayed by many Colonial inns and homes. Yet, despite his wide experience with the best that could then be provided in the way of comfortable beds, America's first President probably slept no more restfully than any other wealthy gentleman of his time.

Be that as it may, it's pretty certain that nobody in Washington's day owned beds that could *begin* to compare with those owned even by modest families, today!

For example, take the one in this picture. It *looks* exactly like its proud Colonial forefather—and it costs a great deal *less*! But it boasts a body-cuddling *mattress* such as no early American sleeper even *dreamed* of! Yet, with all its luxury of comfort and construction, this mattress is now a "must" in millions of modest homes.

Yes, and *throughout* the American home, you find furnishings of similar high quality and value—floor coverings, draperies and curtains—furniture, lamps and housewares—sheets, pillowcases and towels—*all* the things that help make a house a home!

slept here!

That's because America's manufacturers have found the way to make more good things *available* to more people. "Mass production," they call it. And because *national advertising* has found the economical way to create the *demand* that makes mass production possible!

You may have wondered, sometimes, how much all this advertising costs. Far less than you probably imagine. For instance, in the case of the mattress we've been talking about, the manufacturer pays almost *twice* as much for the paper carton he puts around his product as he does for the advertising he puts behind it! And, if he *hadn't* spent that money to create volume sales, you'd probably have to pay far *more* for one of his mattresses!

• So you see, it's perfectly true to say that advertising actually saves you money!

And equally important is the automatic safeguard imposed by the very *act* of national advertising. For, advertisers know that the sales success of a product goes hand in hand with its honest presentation to the public.

LIFE

Reprints of this message are available. Write to:
2540 Time & Life Building, New York 20, N. Y.



*the shoe
with the
beautiful fit*



FASHION



SMART

SOFT TOE SUEDES BY
Naturalizer

Now you can wear smart closed toe shoes in perfect comfort. Naturalizer's million-dollar soft-toe construction lets toes stay free and easy . . . puts a new kind of comfort in fashion. Naturalizer Shoes with this feature are a sensation. Already women have bought more than a million dollars' worth. Your choice of the top shoe fashions with Naturalizer's famous clinging fit at heel and sides. See them at your local dealer's. Naturalizer Division, Brown Shoe Company, St. Louis.



DELIGHT



Shoes illustrated **9 1/2** and **10 1/2**

Other styles 7 1/2 to 10 1/2

SLIGHTLY HIGHER DENVER WEST



DUET

MUSIC

MILLION-DOLLAR TRIO

Jascha, Gregor and Artur rehearse, argue and give four concerts

In Chicago in mid-August the kind of all-star musical combination that music lovers hear only in their most delicious dreams came together and played at the open-air concert hall on the lawn of Ravinia Park. At the piano was Artur Rubinstein, at the violin Jascha Heifetz and at the cello Gregor Piattigorsky. Individually each of the three stands almost alone today in the world of virtuosos. To-

gether, as money-makers, they gross more than a million dollars a year. Their four programs of chamber music at Ravinia Park drew an audience of 30,000. The listeners were enthralled by their performances of Beethoven, Schubert and Ravel but would have been completely overcome if they could have attended rehearsals of the million-dollar trio and watched their arguments (*next page*).



TRIO BOWS TO AN ENTHRALLED AUDIENCE OF 8,000

DURING GRUELING 10-HOUR PRACTICE SESSIONS HEIFETZ, PIATTIGORSKY AND RUBINSTEIN ALLOWED THEMSELVES ONE-MINUTE INTERMISSIONS FOR A CIGARET



She cares for her charm!



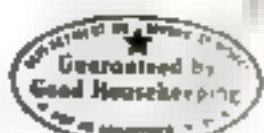
Safe-and-sure deodorant ends perspiration troubles!

1. ETIQUET actually ends under-arm perspiration odor—safely—surely!
2. ETIQUET—made by specially patented formula—really checks under-arm perspiration!
3. FLUFFY-LIGHT AND SOOTHING—Etiquet goes on easily—disappears in a jiffy! No gritty particles!
4. NO DAMAGE TO CLOTHING when you use Etiquet—famous cloth-test proves!
5. MORE ECONOMICAL TO BUY—Etiquet won't dry out in the jar! Four sizes, 10¢ to 59¢.

PRODUCT OF LEHN & FINE

Etiquet

THE SAFE-AND-SURE
DEODORANT



NOW! ALSO AVAILABLE IN HANDY TUBE!

Million-Dollar Trio CONTINUED



IN CHICAGO THE TRIO REHEARSED AT HOME OF WEALTHY MAX EPSTEIN.



MUSICAL ARGUMENTS continually interrupted the rehearsals. Above, Heifetz and Piatigorsky move over to the piano (1) to settle a question of phrasing that Piatigorsky brought up. Piatigorsky makes his point (2), but Heifetz disagrees violently (3) and finally disposes of the argument (4) with a lordly



HERE PIATIGORSKY MARKS A CHANGE IN HIS SCORE FOR THE CELLO



sweep of his arm. Heifetz won almost all the arguments, but once when he said that a phrase should go "bum, bum di-bum, di-di bum" Pianist Rubinstein disagreed. "No, Jascha," he insisted, "it is bum, bum di-di bum, di-di bum." This time after much discussion Rubinstein's bum di di bum carried the day.

CONTINUED ON NEXT PAGE

SALON-SAFE FOR "DIFFICULT" HAIR SALON-SMART FOR EVERY HEAD

Here's the home permanent that even women with "hard-to-wave" hair can give themselves with real confidence of salon-type results!

For the new, improved Richard Hudnut Home Permanent is not an ordinary home wave...but a real, salon-type product! With it, you use the same sort of preparations...even the same improved cold wave process found gentlest and best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, cream waving lotion. No worry about being able to do a good job. *If you can roll your hair on curlers, you'll manage beautifully.*

So make your next permanent a Richard Hudnut Home Permanent.

There isn't a lovelier, more luxurious, softer home wave for any head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Quicker by far—saves ½ hour or more per permanent.
3. Easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Doesn't dry hair or split ends; includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

New! Improved! Richard Hudnut Home Permanent



Just follow the crystal clear directions for the simplest, easiest, most successful home permanent ever.



DUE TO NEW "C-L PROCESS"*

No longer need you drink prune juice without having the slightest idea whether its laxative is half as strong or twice as strong as the juice you had the day before

Now—in Sunsweet Prune Juice only—every delicious glassful has the same laxative potency. Pure, delicious prune juice, still a 100% natural product!

SAME DELICIOUS FLAVOR!

SUNSWEET PRUNE JUICE



as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

Million-Dollar Trio CONTINUED



GALLANT PIATIGORSKY during intermission relaxes in the corridor receiving praise and kissing hands of pretty friends like Paula Paepcke (above).



CLOWNISH RUBINSTEIN spends time during intermission burlesquing the way Piatigorsky plays his cello while Piatigorsky (right), amused, looks on.



A HARPO MARX LOOK comes over Rubinstein as he concludes his imitation of the cellist. "I feel just like champagne," he says, "I bubble, I bubble."

Sensational— 3-COLOR PEN

ONLY \$1 ... and it's made by America's Largest Fountain Pen Manufacturer



Great for
school, home
and office.

WEAREVER

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DAVID KAHN, Inc., North Bergen, N. J.

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#929, White or pink nylon (#960, Satin; #961, Cotton) Sizes 32 to 36, A-cup, 32 to 38, B-cup.

LOVABLE BRASS BIE CO., Dept. LB, 358 5th Ave., NYC 1

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IN A Lovable BRA**



Good earth can produce
fine tobaccos...

but only long experience*
can produce fine cigarettes

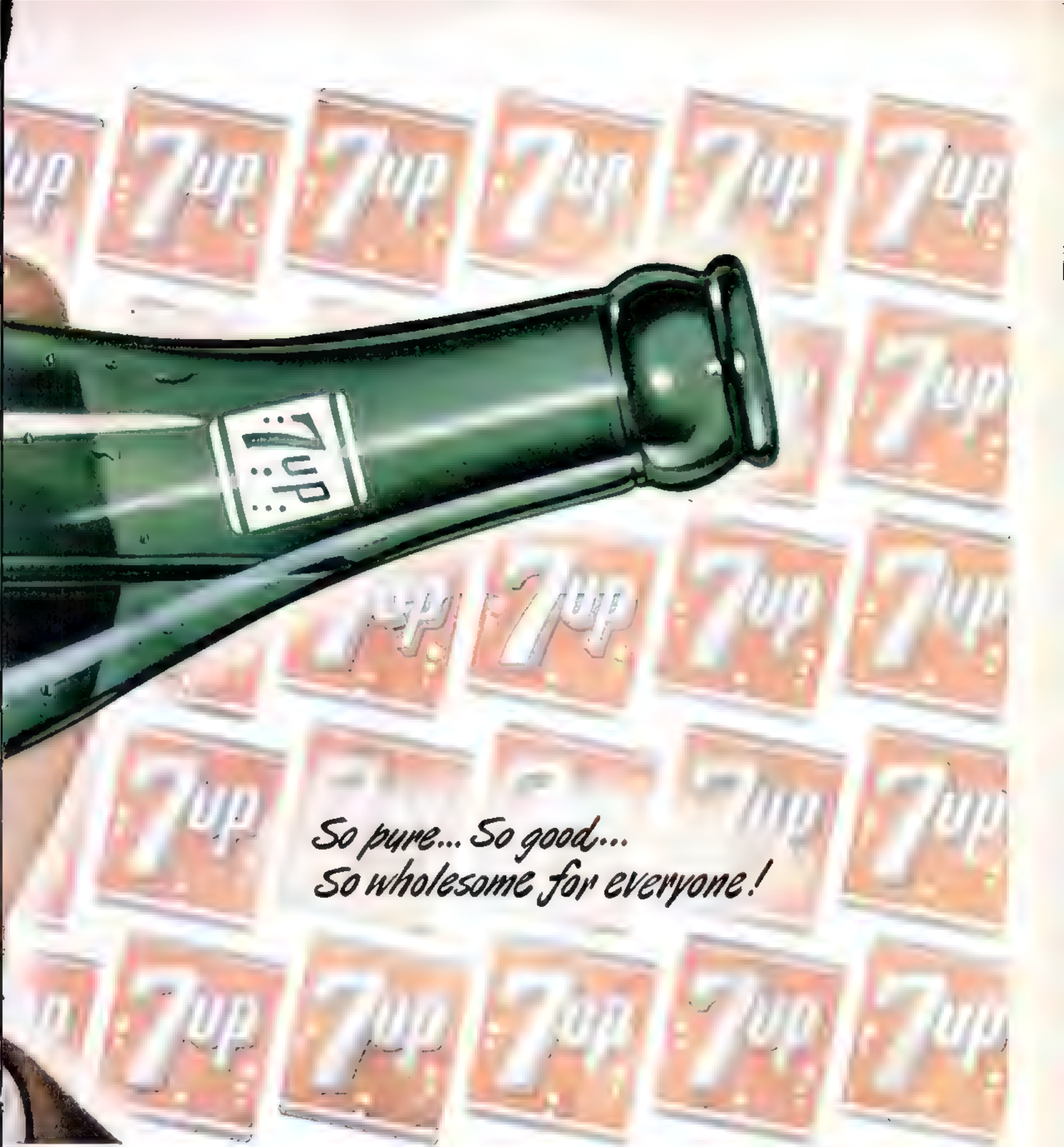
* OLD GOLD'S MAKERS—
P. LORILLARD COMPANY
WERE ESTABLISHED IN 1760

*You like it...
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BUY A CASE TODAY!

The "Fresh Up"



*So pure... So good...
So wholesome for everyone!*

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Family Drink!

Go "back-to-school" with Arrow — HERE'S THE PROPER GEAR FOR ANY CAMPUS



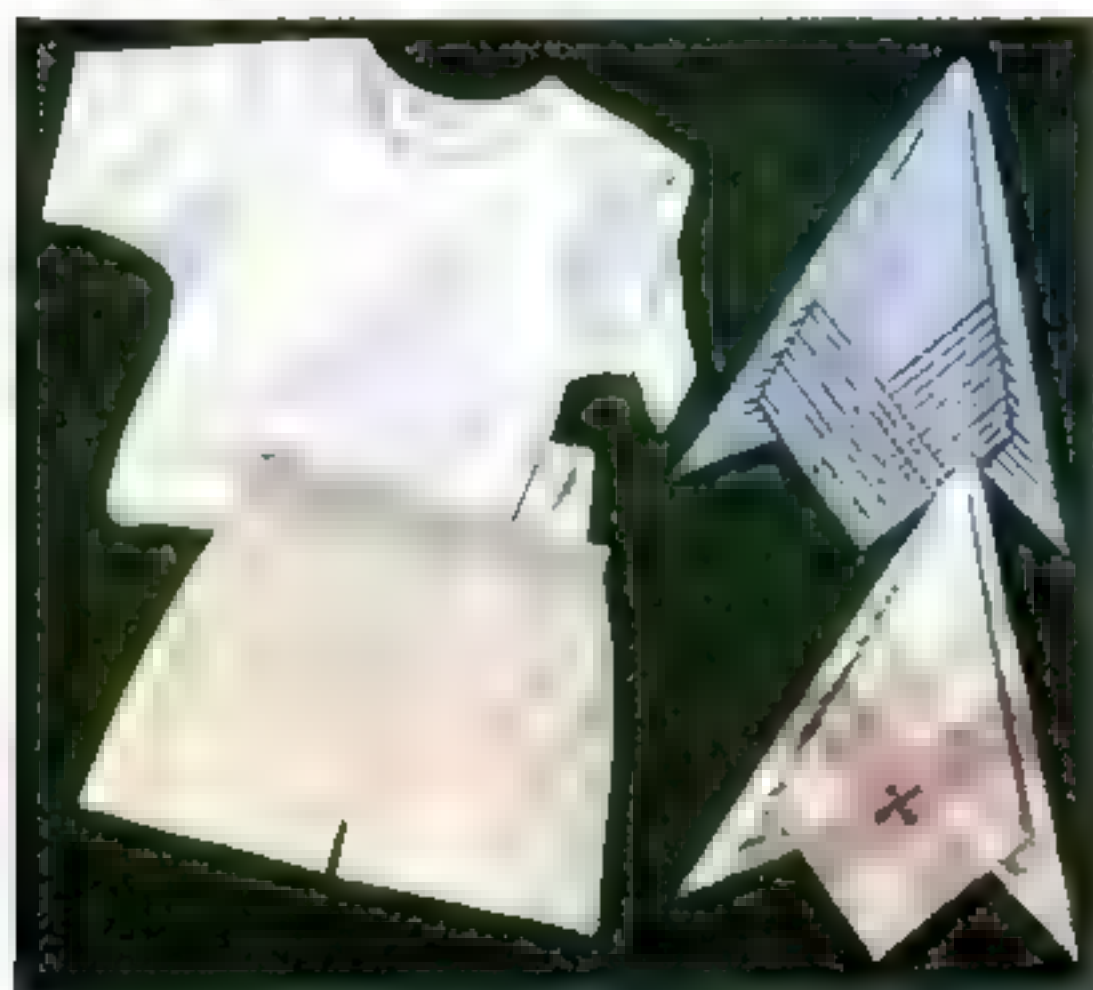
Shirts... The chap with his date wears Arrow's college classic—the white button-down Oxford. Next is *Sussex*, a widespread collar style in blue Oxford, and the new *Spur* collar in a fine candy stripe Oxford. Arrow Oxfords \$3.75.

Arrow Ties feature foulards and repps in regular ties and bows, \$1.50 up, the new narrow "Gray Blade" silk repp in college stripes \$2, and Arrow solid color knit ties, \$1.50.



Sports Shirts... On man (left), an Arrow "Caban-ro" in one of many colors. It's a rugged gabardine which will wear a long time. \$7.95.

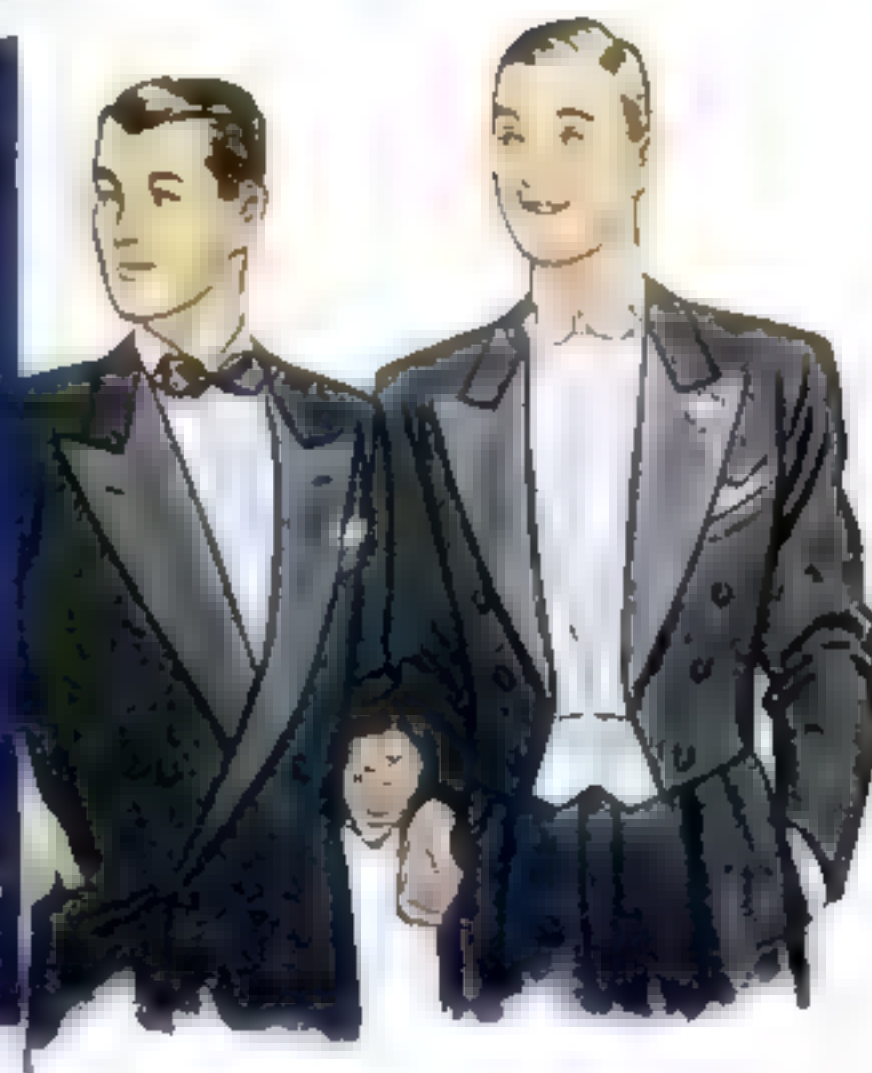
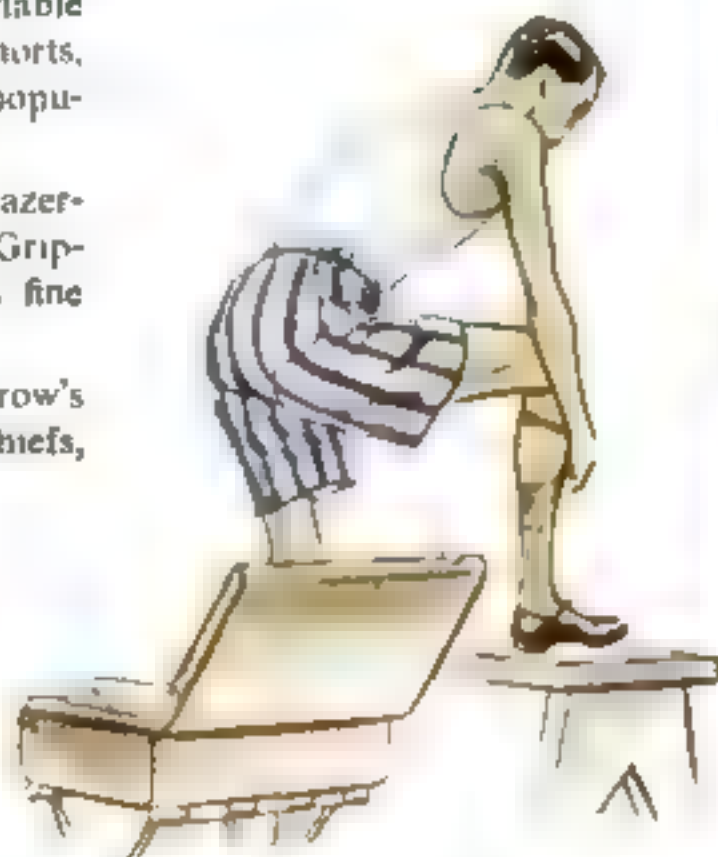
Sports shirts shown above: another Arrow "Caban-ro" in one of many colors. It's a rugged gabardine which will wear a long time. \$7.95.



Underwear... Above is a comfortable combination—Arrow's tan Oxford shorts, \$1.50 (no chafing center seam), and popular T-shirt, \$1.

Man at right likes the Arrow blazer-striped shorts with elastic sides and Grip-per fasteners, \$1.25, plus Arrow's fine undershirt, 85¢.

Handkerchiefs... (Above) two of Arrow's many man-size colored handkerchiefs, 55¢ & 65¢. Whites from 35¢.



Dress Shirts... America's Choice is ARROW! These impeccable models (left to right) are the new, spread collar *Nassau*; that perennial good-looker, *Shoreham*; and the full dress *Kirk*, \$6.50.

Arrow dress collars, dress bows, in black, navy, maroon and white, and white handkerchiefs complete these correct outfits.

ARROW

SHIRTS • TIES • UNDERWEAR • SPORTS SHIRTS • HANDKERCHIEFS

Made by Cluett, Peabody & Co., Inc.



SHE DISCUSSES ROLE WITH CLARK (RHETT) GABLE

MARGARET MITCHELL

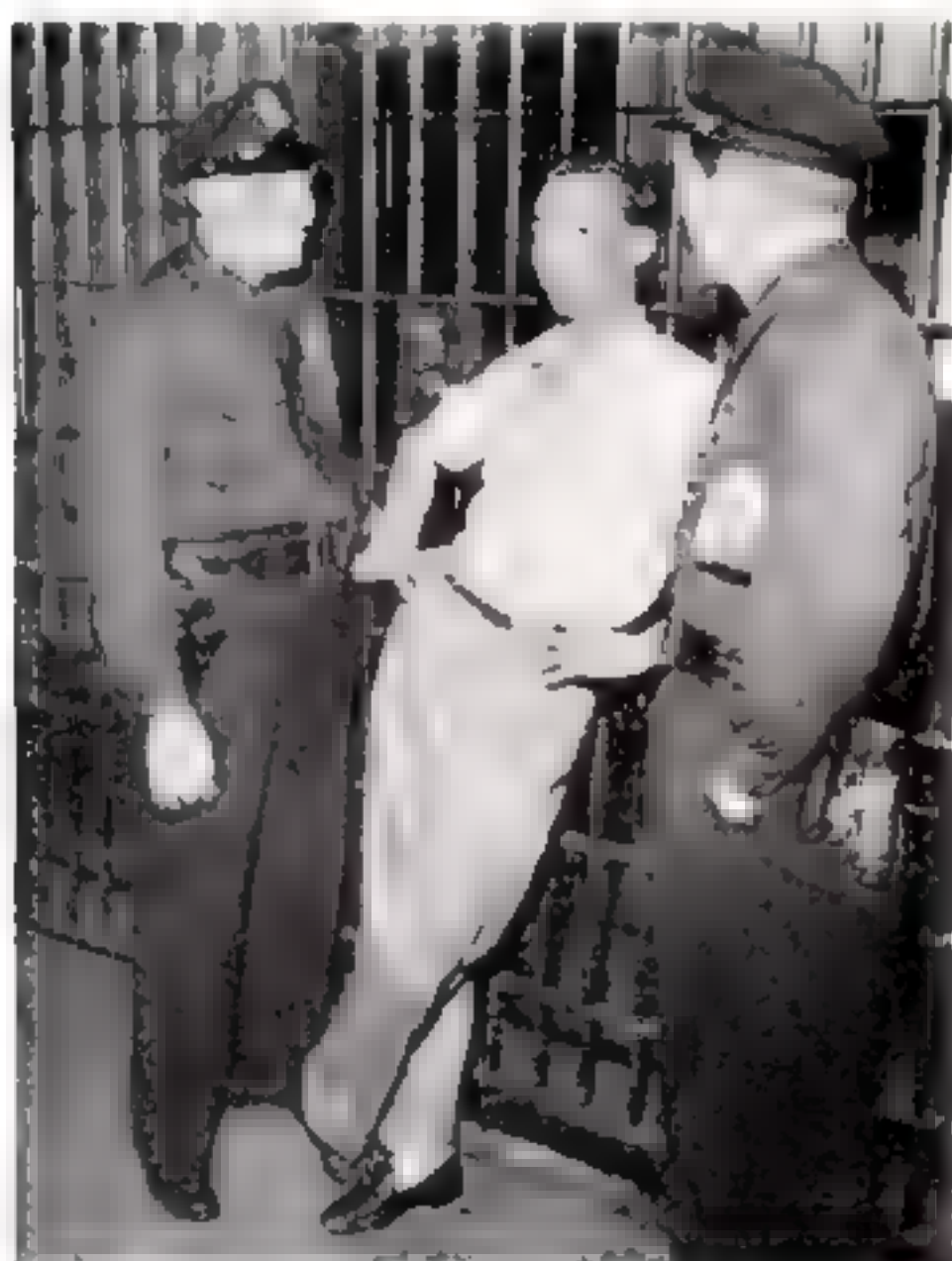
On Aug. 16, five days after she was hit by a speeding car, Margaret Mitchell, 49, author of *Gone with the Wind*, died in Atlanta.

Since its publication in 1936, about 6 million copies of her prodigious novel have been sold. The sale, which once set a record of 50,000 copies in a day, is still moving at 50,000 copies a year. In 30 languages people are still reading about Scarlett O'Hara, Rhett Butler and the opulent old South. The three-hour film version of the book is still being exhibited in many corners of the world.

Contrary to folklore, Miss Mitchell was not a simple housewife who scribbled a novel and hit the jackpot. Before she wrote *Gone with the Wind* she was an able newspaper reporter (next page). She had spent years studying the history of Atlanta and the war before starting to write her book. Partly because of the book's wealth of background, critics who razed *GWTW* at first admitted that it was better than most of the historical novels that followed. She was enormously respected in Atlanta—the flag on the state capitol flew at half staff, and hundreds of people crowded into the cemetery for her funeral. She was an amiable, shy woman who had harsh words for no one—not even for the thousands of readers who constantly pestered her with queries about what finally happened after Rhett walked out on Scarlett. To them she constantly replied, "I don't know."



FIVE-FOOT AUTHOR WEIGHED 100 POUNDS. HER 1,037-PAGE BOOK WEIGHED 2½



MAN WHO KILLED HER is Hugh Gravitt, here grinning in Atlanta jail. He has a record of 22 traffic violations, was charged with drunken driving, then murder.



HER HUSBAND, retired businessman John Marsh, sadly watches the funeral. He was standing with his wife when she was struck by car, just missed death himself.



SERVANTS AND FRIENDS attend service. Because her book championed South's past glories, innumerable Southerners considered her the world's greatest author.



A happy puppy? Nothing to it Sergeant's shows you how to do it!

For every minute of care, he'll repay you in hours of devotion! And it's so easy to give him the care he deserves. Safe and quick-acting Sergeant's Dog Care Products help you do it. There's one for almost every common trouble. Each product is the result of scientific research and careful veterinary testing. They are founded upon a love of dogs and an understanding of their needs that has made Sergeant's the leader in this field for 74 years. Following are items to keep on hand. You can get them at drug or pet store.

FOR FLEAS—Sergeant's SKIP-FLEA* Soap for the bath—Sergeant's SKIP-FLEA Powder dusted on regularly between baths. Both kill and repel fleas.

FOR THAT ITCHING SKIN irritation sometimes called "summer eczema," soothing Sergeant's Skin Balm brings quick, healing relief.

FOR WORMS . . . which may prove fatal and which infest nearly all puppies and most grown dogs . . . Sergeant's SURE SHOT* Capsules for large dogs—Puppy Capsules for pups and dogs under ten pounds.

FREE: Expert advice on how to feed, train and care for your dog. Ask for your copy of Sergeant's Dog Book at drug or pet store. Or write Sergeant's, Richmond 20, Va.

* © Foltz Miller Products Corporation.



Sergeant's DOG CARE PRODUCTS

RELIEF

from discomfort of

**ACID
INDIGESTION
CONSTIPATION
SICK HEADACHE
DULLNESS**

due to ordinary sluggishness



Whenever you're headachy, upset, sour because of acid indigestion—take sparkling Eno quick! You'll promptly help neutralize excess stomach acid, ease "full feeling" overnight! When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!



- 1 **ANTACID**—relieves sourness, gas and heartburn promptly.
- 2 **LAXATIVE**—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!

Take Good-tasting **ENO**

Careless Cigarette Smoking NOW FOOL-PROOF Buy the Anholt* SAFETY ASHTRAY



5" Diam.
*Pat. No.
2352756

\$1.00 up

This SAFETY ashtray prevents fires and damage due to neglected cigarettes. They can't fall out, extinguish themselves if forgotten. No more burned holes in carpets, upholstery. No more scorched furniture. Praised by Fire Inspection Bureaus.



14 OZ.

\$2.00 up

These beautiful porcelain mugs are ideal for beverages of all kinds; make perfect gifts, practical for every day use. Plain or with design shown.

Both products made of durable **Cools** THERMO-PORCELAIN.. available in six beautiful harmonizing colors, also 22-karat gold or straight platinum finishes.

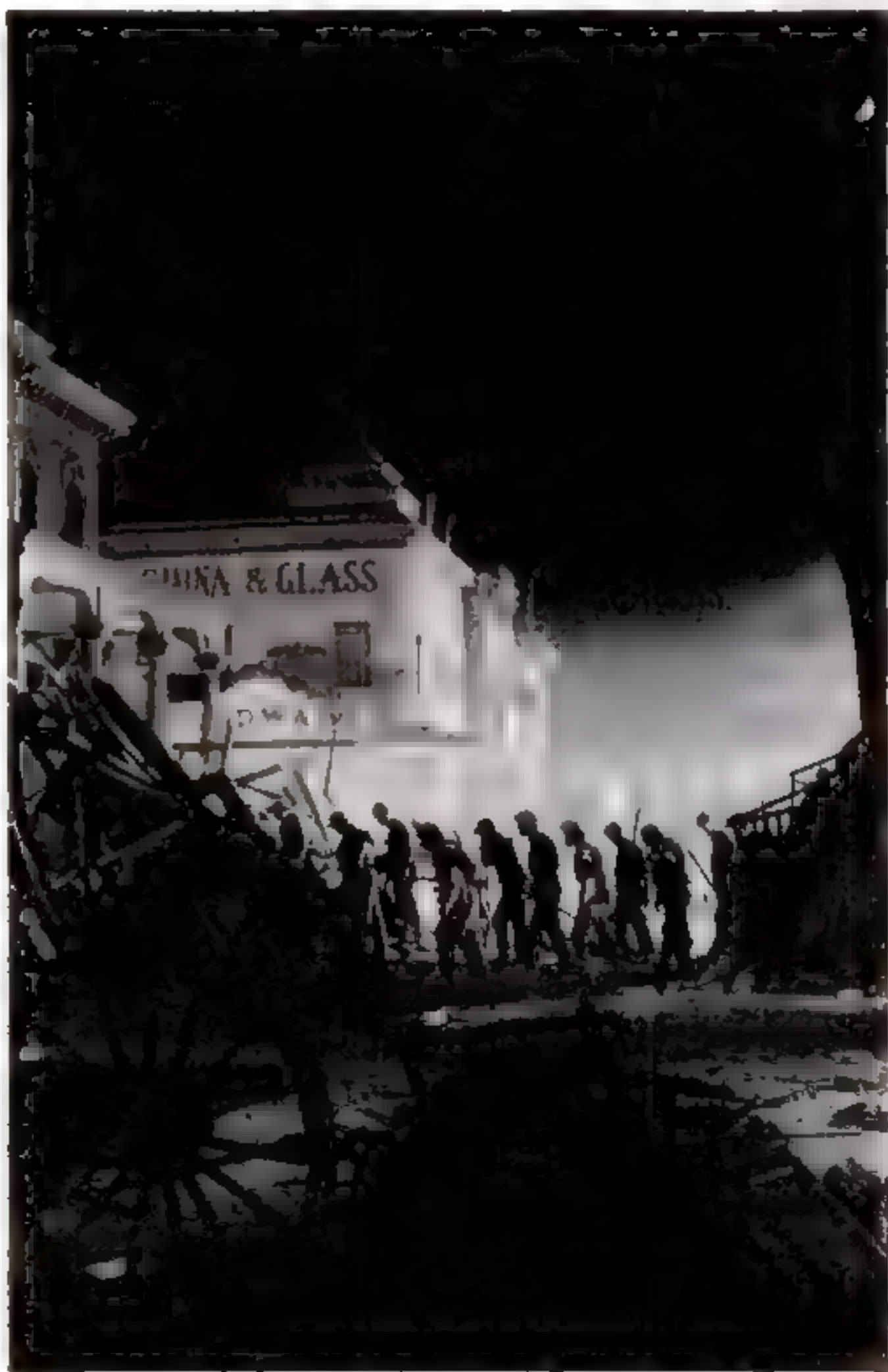
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MARGARET MITCHELL CONTINUED



AS A REPORTER in the '20s for the *Atlanta Journal*, Miss Mitchell interviewed Rudolph Valentino (center). Her editors, who sent her out on run-of-the-mill stories, remember her as a good writer whose work was highly creative.



MOVIE SCENE from Selznick's *Gone with the Wind* shows the burning of Atlanta. He paid Miss Mitchell \$50,000 for film rights to book. This was not a large sum, considering book's fame, and has been topped many times since.



AT THE ZOO she picks up feature story about elephants and an Indian traveler, supposedly an expert on the subject, who was passing through town. Miss Mitchell wrote the last paragraphs of her stories first, then did the beginning.



WORLD PREMIERE of *Gone with the Wind* in 1939 was the most exciting event since Sherman set fire to the city. At one point Miss Mitchell was wedged in a crowd and rescued by Clark Gable, who swept her up and carried her out.

PAL BEATS OTHER BLADES

All Hollow...

BECAUSE PAL BLADES ARE

Hollow Ground

LIKE THIS



Pal Hollow Ground — ground like a master barber's razor

NOT LIKE THIS



Usual Blade — ground like aackknife

... and now they're improved and better than ever because they're protected from factory to you in revolutionary new plastic **ZIPAK** dispenser.



ZIP!

a factory-fresh blade, untouched, unwrapped, delivered to your razor double-quick! No dulled edges from unwrapping.

SAME LOW PRICES

44 for 98¢

21 for 49¢
10 for 25¢

Pal still gives you 4 blades for 10¢, regular package

Also 10¢ wherever fine blades are sold — including drug, variety, chain, tobacco and department stores

Pal takes the **H** out of **S**AVING
... and leaves you a **SAVING!**



© Pal Blade Co., Inc., 43 W. 57th St., N. Y. 19



IN 1857 NEW YORK CROWDS FLOCKED TO SEE STATUE ENTITLED "GREEK SLAVE"

100 Years of American Taste

A gallery of popular paintings reveals an unwavering love of realism

"If more than 10% of the population likes a picture," said George Bernard Shaw, "it should be burned, for it must be bad." Risking a major fire earlier this year, Washington's Corcoran Gallery assembled an exhibition of American paintings the U.S. public has liked most during the last hundred years. Confined to work generally accepted by critics as artistically good, it displayed a glittering array of handsome, nostalgic pictures and confirmed once again the fact that the art Americans have always preferred is realistic and recognizable.

The American preference for realism was formed during the early years of the republic when a practical approach to life dominated society. With few exceptions, the only painters of the time were portraitists who roamed from village to village doing stiff and precise renderings of wealthy citizens who felt there was a practical use in having their likenesses grace their family dining rooms.

When, after the War of 1812, a wave of nationalism swept over the nation, people became suddenly eager to see the beauties of the American countryside glorified. In an upsurge of enthusiasm for art, they proved a ready market for paintings of the farm lands, the wild western mountains and slumbering panoramas of the Hudson River. The painters who satisfied this taste prospered. Galleries sprang up to sell their wares. Art lotteries distributed paintings and statues to thousands of American homes. And with the development of color printing processes America was flooded with good color reproductions of the most popular works of art.

On the following six pages LIFE shows some of the most popular paintings from the Washington exhibit. In spite of the inroads of the modern school of painting from Europe, a poll taken among the visitors to the exhibit revealed that their favorites today are still the ones that were favorites decades ago.



W. H. VANDERBILT'S gallery in his palatial New York mansion had paintings hung closely to add to lavish effect.



"PICNIC IN THE CATSKILLS," by Henry Inman, contains all the things Americans loved most to look at in the 1830s. Familiar settings that glowed with

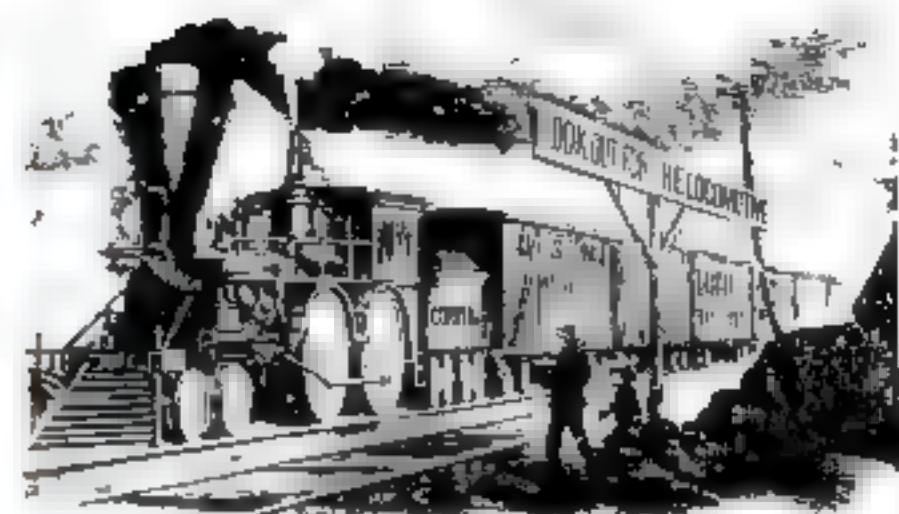
rich colors left them with feelings of peace and nostalgia, reflecting the simple, primarily farming society existing in America at the dawn of the industrial age.

CONTINUED ON NEXT PAGE



"WAR NEWS FROM MEXICO" was painted in Düsseldorf by Richard Woodville, a Baltimore artist. He did so well with the Düsseldorf style that he

sold all but three of the pictures that he completed.



RAILROADS symbolized period of westward expansion, yielded fortunes which paid for paintings.

'40s-'50s

Beginning in the '40s Americans found themselves living in an age of vast and sudden material accomplishments. They pushed westward seeking gold, produced incredible inventions like the Morse telegraph and built new industries which rolled along with astonishing momentum. In the upsurge of wealth it became fashionable for successful Americans to collect art as a measure of prosperity and prestige. For most it had to be European art. Above all they liked the meticulous pictures that came from Düsseldorf, Germany. Richly varied, these illustrated tearful love scenes, homey anecdotes and heroic landmarks of history. As the rage for these pictures grew, U.S. artists flocked to Düsseldorf themselves to learn how to paint them, and many returned to become rich and famous.



"CROMWELL AND MILTON," done by Emanuel Leutze, shows Cromwell (with sword) solemnly

listening to Milton play the organ. Trained at Düsseldorf, Leutze was most successful U.S. painter of his

day. His famous *Washington Crossing the Delaware* earned him a commission for a mural in the Capitol.



"MOUNT CORCORAN," high in the Sierras, was named and painted by Albert Bierstadt for William

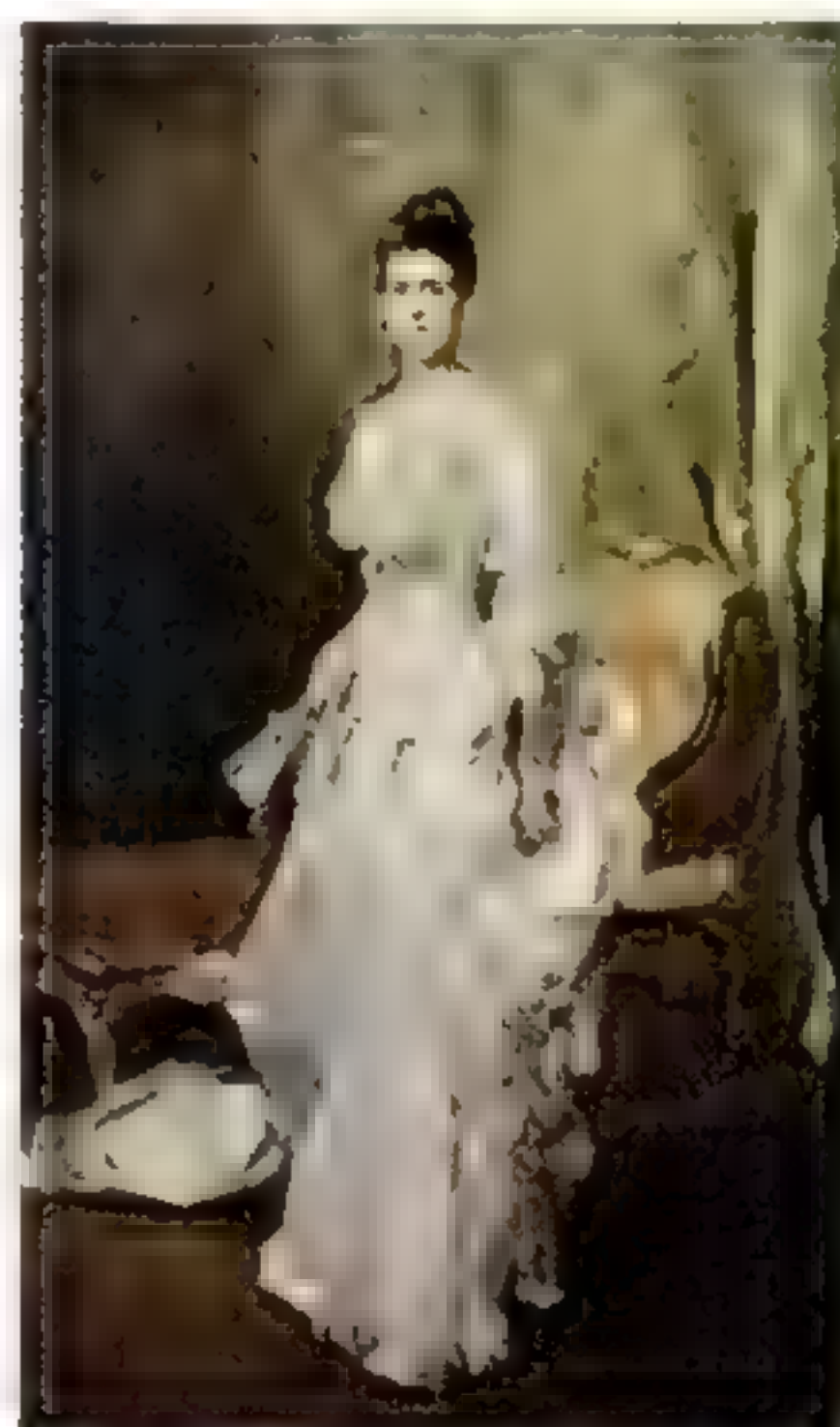
Corcoran, a millionaire who paid him \$7,000 for it. Other pictures by Bierstadt brought up to \$35,000.



QUILTED ROCKING CHAIR and iron flowerpot stand reveal the Victorian fondness for adornments.

'60s-'80s

After the Civil War, when the country's industrial economy again got into high gear, the U.S. moved into one of the most prosperous periods of its history. Along with the telephone, the electric light and the plush Victorian mansion came a grandiose conception of America which was immediately reflected in the art of the day. Demand for paintings turned to soaring, romantic landscapes and stately portraits by skillful technicians. The artists themselves stepped into a more important role. No longer outright imitators of European schools, they were judged by a growing public on their own merits. In fact one American painter living in England, James McNeill Whistler, evolved an original style that helped throw Europe itself into an esthetic turmoil which ran for 30 years.



"MRS HENRY WHITE" is by John Singer Sargent, whose style made him the darling of his day.

"THE WHITE GIRL," by James McNeill Whistler, was ahead of its time, was denounced as crude.



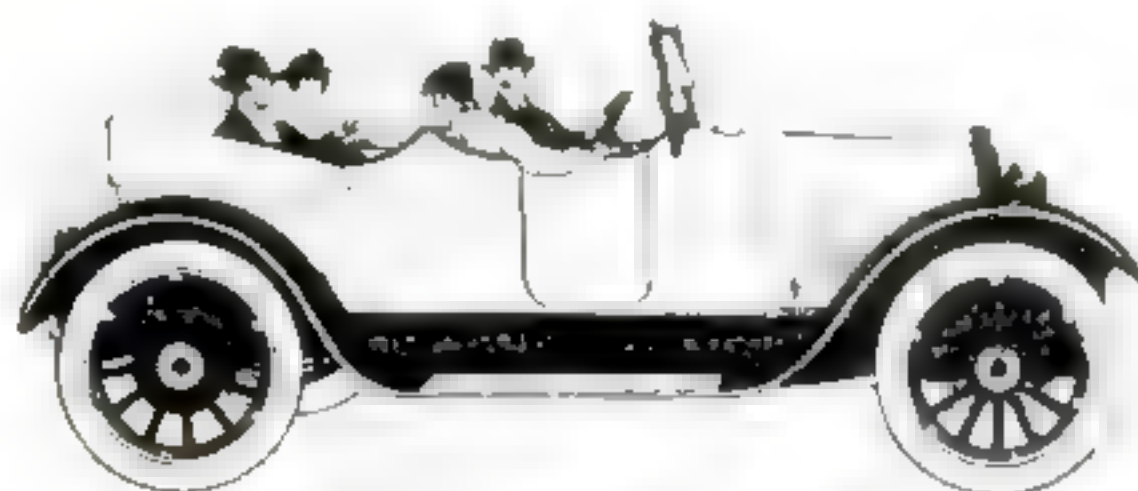
"BREAKING THE HOME TIES," by Thomas Hovenden, the most popular painting of the time, shows a youth going out into the world to earn his fortune.



"OLD MODELS," by William Harnett, enthralled the public but the critics denounced it as no better than sign painting.

'90s-'20s

For the first time in the history of the country the art of painting spread out to the general public. The great expositions held in Chicago, St. Louis and San Francisco not only were a means of displaying the mechanical advances of the nation, but also served as gigantic art galleries. Their success led to increasing numbers of exhibitions and to a thriving business in the '20s which sold to the public thousands of cheap color reproductions. The paintings the people liked best illustrated familiar, often sentimental, scenes and objects rendered with precise realism. The picture above was the most popular one of its period. So many people stopped to admire it at the San Francisco exposition in 1915 that the carpet and the floor in front of it wore through. The still lifes of William Harnett (*left*) attracted such crowds that rails had to be put up to stop the curious from touching his painted objects to see if they were real. But by 1900 U.S. artists had again begun to change their styles (*opposite page*). Influenced first by the French impressionists and later by the successive shock waves of European modernism, they found themselves in the dilemma of producing a kind of art (*turn page*) which the public was not ready to accept.



THE AUTOMOBILE became the symbol of America after 1900. This ad for a Chevrolet touring car appeared in 1918.

"HAIRDRESSER'S WINDOW," by John Sloan, was quite revolutionary in 1907, but a decade later it became popular both with the public and the critics. →





"EARLY SUNDAY MORNING" (1930), by Edward Hopper, achieves the quiet realism that has

become an American tradition. Painting through half a century of controversy and change, Hopper

has not once wavered from his style. His work has a personal moodiness that pleases almost every taste.

'30s—'40s

The two paintings on this page illustrate the great divergence in American taste that has developed in recent years. The general public still wants realistic pictures like the one above. The loftier spheres of some art circles prefer abstractions like the one below. Between the two poles lie a welter of tastes and just as many styles to satisfy them.

Yet different as they are, each extreme reveals a relationship to photography which has

presented a strong challenge to both. Realists try to outdo the lens with a sharper focus. Abstractionists try to suggest human experiences which the camera cannot record and to plunge even further than photographs into the mysteries of motion. The strange look of modern painting confuses and irritates the majority of Americans. But as it has often happened in the past, the shocking experiments of the present may satisfy the popular taste of the future.



STROBOSCOPIC PICTURE of golfer is an example of how photography widened scope of painting, showing artists new and exciting ways of indicating things in motion and producing interesting designs.

"TRANSCENDENCE" by Abraham Rattner, is artist's attempt to convey effect of motion by showing several heads seen from different angles at once. The result is strikingly like high-speed photograph.





Served at
"DUKE FARM", SOUTHAMPTON, L.I.
THE SUMMER ESTATE OF
Mr. and Mrs.
Angier Biddle Duke

YOU HEAR IT EVERYWHERE...

"finest beer served
...anywhere!"

Your Taste will tell you why!



Internationally
Famous

Pabst
Blue Ribbon



OPEN, SESAME!

● At Ali Baba's magical command, the rocks opened to admit him to a deep cavern...

Today, Shell scientists are seeking a more up-to-date form of "Open, Sesame." In one of the nation's largest laboratories of Exploration and Production Research they are expanding man's knowledge of the subterranean regions.

Their objective: To increase our supply of petroleum. Crude oil and petroleum gases now furnish 48% of America's energy—almost equalling all other sources combined—and demands are growing.

In Shell's new laboratory, the sciences of geology, chemistry, and physics are

coordinated with engineering... toward three ends. (1) Improving today's successful ways of locating oil... (2) Developing new techniques... (3) Recovering more oil from present oil fields.

Shell's scientists work in teams. One group may check the theoretical—another checks practical applications. Equipment is as modern as science can make it.

Radar is used when surveying for location of promising oil bearing formations under the ocean bottom. Neutrons and gamma rays bombard rocks to disclose their contents. In the laboratory, Shell's scientists can even duplicate conditions existing in an actual well. And, when they wish to study

real oil fields, some of America's largest are right at their doorstep.

The goal, for these Shell scientists, is reached when they add another improvement to any of the ways of finding oil. They're saying "Open, Sesame"—in research language—to one of the earth's best hidden treasure chests.



SEQUEL

GI HOMESTEADER MAKES GOOD

Two and a half years ago Dale Sprout and his family were shown on *LIFE*'s cover (right) as they stood on a bare California field. Sprout had just won it as part of a 77-acre farm—one of 86 similar farms which the government offered free in a lottery to war veterans who had two years of farm experience and \$2,000 in the bank. For two years the family lived in some old barracks while Sprout, a former pilot, labored to make his homestead pay off. Last year he made \$4,500 from his crops, and this spring he and his wife and two children moved into a brick house which Sprout built. He has also acquired a tractor and a Hudson and is planning to add a machine shed and concrete sidewalks when this year's crops are in. His harley looks fine (below). He gets up before dawn to irrigate his potatoes and work on his ditches. At noon his wife Iva brings him his lunch and wields the shovel while he eats. He was frightened by a cold snap last June which threatened to freeze his potatoes, but last week he expected a good yield after all and another big year.



GI FAMILY MADE 1947 COVER



BARLEY COVERS SPROUT CHILDREN AS FAMILY SURVEYS THIS YEAR'S CROP



MRS. SPROUT COLLECTS MAIL NEAR THE HOUSE SPROUT BUILT HIMSELF

SWANSON

1. all meat
2. top flavor
3. easy to fix

—says Penny the Hen



for salads
or sandwiches
or hot dishes

EQUALS
1 1/2 LBS. OF
NY DRESSED CHICKEN



EQUALS
1 LB. OF
NY DRESSED TURKEY



INSPECTED FOR
WHOLESALENESS
BY U. S. DEPARTMENT
OF AGRICULTURE

Guaranteed by
Good Housekeeping
NOT AN ADVERTISING TRICK

C. A. SWANSON & SONS, OMAHA, NEBRASKA

CHICKEN★TURKEY



1920 REVIVALS include (left to right) the cloche hat, which was made memorable by Iris March of *The Green Hat* (Mr. John, Inc.); a raccoon coat which, here worn by a male freshman, is again being made in girls' sizes for the college trade

(Esther Dorothy); a short velveteen evening dress which has the period's bathing suit neckline but not its knee line (Tom Owen); a yellow slinker outfit complete with Sou'wester hat and book bag, and a wool jersey overblouse with pleated skirt.

College Fashions

They stem from past eras and strange sources



1900 REVIVALS, here being inspected by Harry Bannister, one of 16 actors who played the title role in *Life With Father*, include (from left to right) a lounge costume of slim, whipcord pants, black patent leather pumps, policeman suspenders

and a boy's checked cotton shirt (Clyde's Mens Shop); a jacket (Tille Schanzer) buttoned high like Clarence Day Jr.'s and worn with a juvenile cotton shirt and matching stock tie, little boy's elastic-banded blouse with round collar (Adelaar)

To the classic college fashions which appear every August—sweaters, skirts, polo coats—stores throughout the country add some novelties which they hope will become raging fads. This year's hopefuls are derived from many sources, among them the clothes of small boys (cover).

Most amusing of the new styles will be rec-

ognized by everyone who remembers the lyrics to *Falencia*—frank copies of the 1920s' slickers, raccoon coats and short evening dresses (opposite page). Another group are reminiscent of the male clothes of an earlier period: the America of Clarence Day and the 1900s (above). If these last catch on, college classrooms may presently resemble a road company of *Life With Father*.

Gives hair that



"just-combed" look

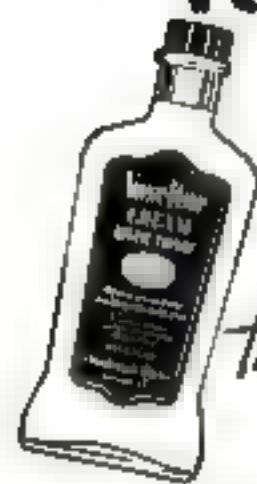


all day long!

'Vaseline' Cream Hair Tonic is the **ONLY** hair tonic which contains new, wonder-working **VIRATOL**. This special compound helps make your hair **LOOK** natural, **FEEL** natural . . . stay in place **HOURS LONGER**.

Just rub a little 'Vaseline' **CREAM** Hair Tonic on your hair each morning . . . then **COMB** it and **FORGET** it! 'Vaseline' Cream Hair Tonic is good for your **SCALP**, too. Contains Triple-A **LANOLIN** . . . checks loose **DANDRUFF**. Try a bottle today! Satisfaction guaranteed or your money back.

Vaseline
TRADE MARK
CREAM
HAIR TONIC



the cream of them all!

Tops in entertainment:

DR. CHRISTIAN, starring JEAN HERSHOLT,
on CBS every Wednesday night.

VASELINE is the registered trade mark of the
Chesebrough Mfg. Co., Cincinnati



SHINGLE HAIRCUT, the flapper trademark, has been revived by Helene Rubinstein's Michel, who says a third of his clients now order it. Less mannish than its forerunner, it leaves more hair on the head and at the neck.



"POTATO BAG" SKIRT (Carolyn Schnurer, about \$25) of farm sackings is another college fad this year. It has enormous patch pockets and a yellow petticoat to protect the wearer from being scratched by the rough fabric.



"TURNIP TIME" WATCH (\$7.50) from Otto Grun was designed after the kind of timepiece popular in the 1900s. It can hang from any part of the costume and, available in many enameled colors, is already a success.

Smokers in the Know **JOIN KENTUCKY CLUB**



New pipe-smokers soon learn what the old hands know . . . it's the tobacco that makes a pipe sweet and friendly, especially tobacco with the truly mild taste and smooth, round flavor of

White Burley Kentucky Club. Smoke KC—"Treat Yourself to the Best!"

MADE BY THE MAKERS OF
MELO-CROWN CIGARS
AND
MAIL POUCH
CHEWING TOBACCO
Famous for
TASTE and QUALITY

Listen to: **"THE FISHING and HUNTING CLUB OF THE AIR"**
Mutual Network, every week

TWIGS

*Roy Rogers
Western Britches*

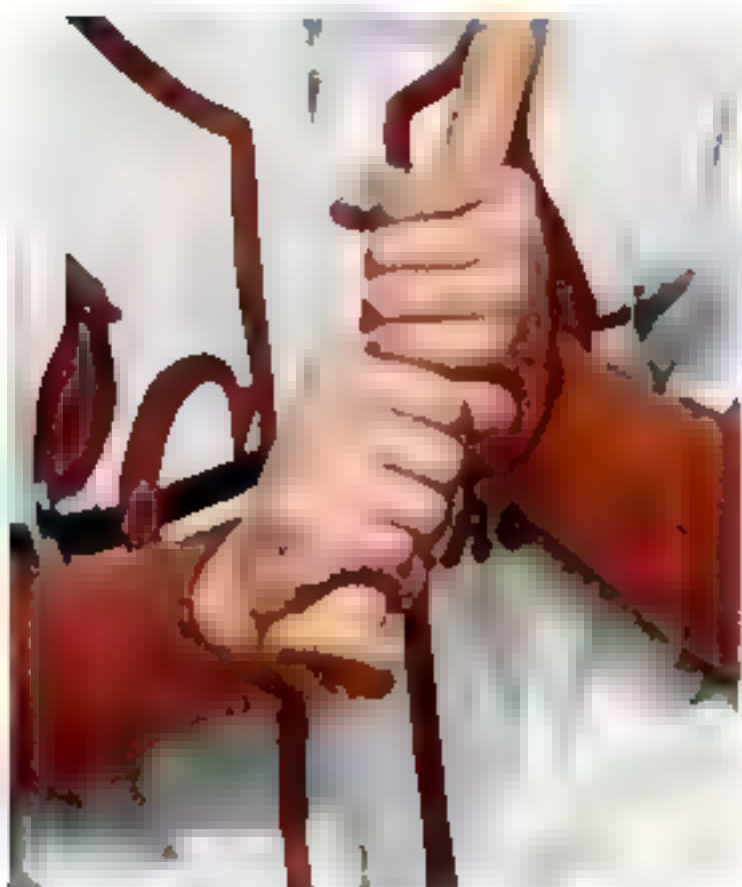
Gay, good and thrilling. Brown, Maroon, Grey, Green, Navy Corduroy or Cavalry Twill. Shining jeweled ornaments. \$4.95 to \$6.95. Western Cotton Flannel Shirts \$3.95. Sizes 2 to 7.

At Notable Stores Everywhere
Wm. Schwartz & Co., Inc.
1107 Broadway, New York



CONTINUED ON PAGE 71

Here's how... Stan Musial poles out extra-base hits



1. Stan Musial's Firm Grip and powerful hands contribute to bat control that gave him National League batting title three times with averages of .376; .365; and .357.



2. Fans Grow Tense as Stan eyes pitcher. When ball's thrown, he has 2/5 second to decide whether and where to swing—2,100 second when the ball is in the hitting area.



3. It Looks Good! Stan starts his swing, eyes on ball, head anchored at same level; power being first turned on by a smooth, fluent movement of the shoulders and hips.



4. A Hit! His wrists snap for the final drive that got 46 doubles, 18 triples, 39 homers in 1948. Once again, Musial is snagging an extra base—and the fans are going wild.



5. What a Mellow Moment when your own favorite hits one! Don't let it go by without the touch that completes a mellow moment: HAMM's Beer. It's smooth and mellow, an old friend of millions. Now, expansion makes HAMM's Beer more widely available. So try HAMM's Beer. Try it soon. Taste HAMM's just once! You'll like HAMM's flavor, smooth and mellow. No finer beer anywhere!

Stan Musial of the St. Louis Cardinals has three times been voted the National League's "most valuable player."

Hamm's Beer

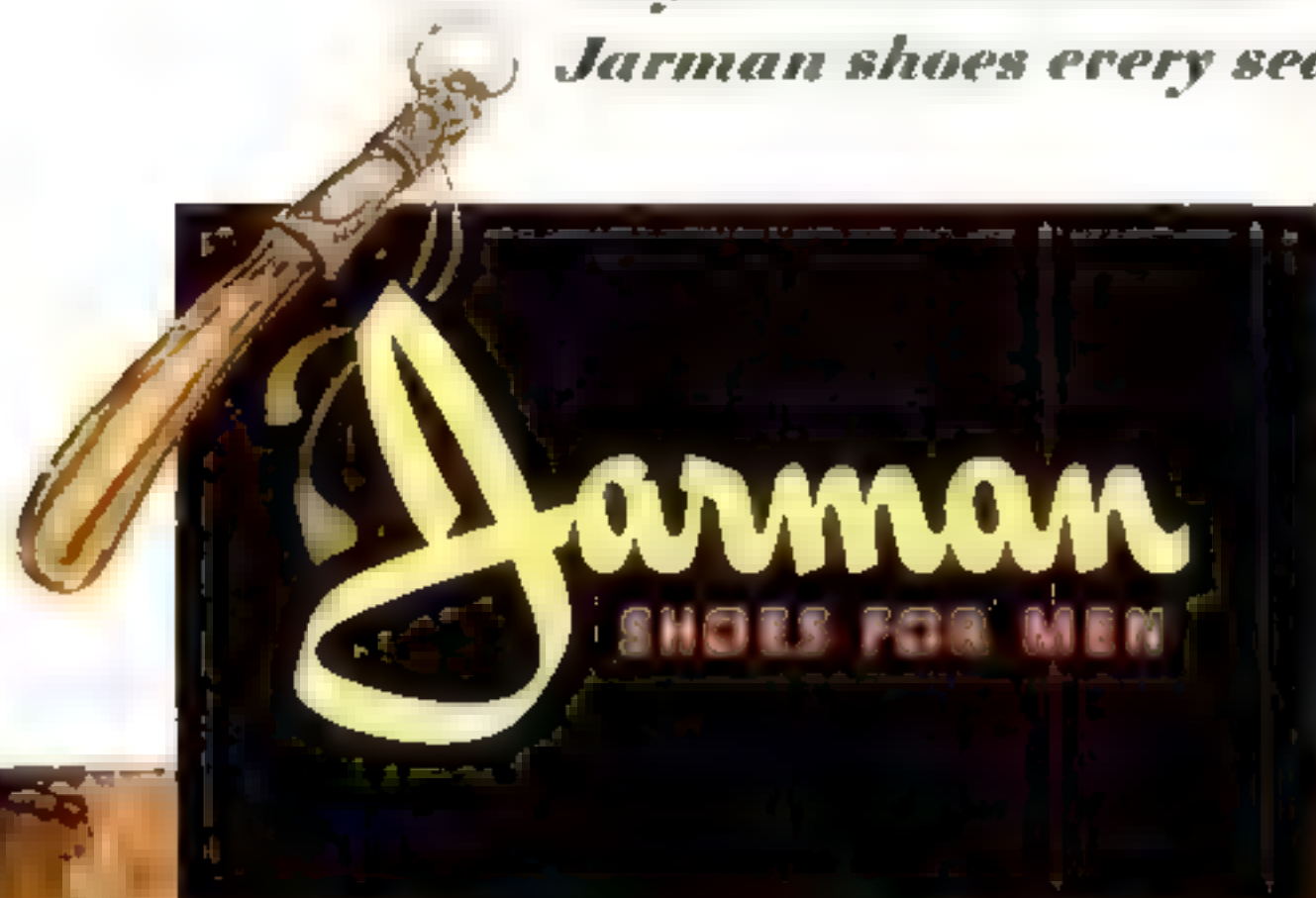
Smooth and Mellow



THEO. HAMM
BREWING CO.,
ST. PAUL, MINN.

Look Smarter Feel Better

*Why more men choose
Jarman shoes every season*



LEFT: Style 4771. Handsome blucher, rugged as redwood, with sturdy built soles.

CENTER: Style 4758. "Moc-San" blucher, smart embossed vamp and storm welt. Also 4958 in "Golden Brown."

RIGHT: Style 4788. Snarltop vamp, rope stitching and double dark welt. Also 4951 in "Golden Brown."

Rugged leather for football weather

Jarman Brawnies

Predominantly rugged, Jarman "Brawnies" are masculine in detail with hefty soles, strong welts and bold stitching. They're expertly crafted of finer leathers, designed for extra long wear.

\$995 to \$1495

Most Styles

Style leaders on the campus, on the avenue and all over America, Jarman's fast, youthful patterns for fall are designed to make you *look smarter* and *feel better*. Because Jarman's faithfully keep in step with the younger style tempo and are finer shoes in every way, more men choose Jarman's every season. Right now, there's a wide assortment of handsome new Jarman styles awaiting your choice. And in each skillfully fashioned pair you get fine, mellow leathers that assure longer service — plus Jarman's famous *friendliness of fit*, the gentle, foot-snuggling comfort that's yours the instant your foot slips into a Jarman shoe. Try a pair. See your Jarman dealer *today!*

JARMAN SHOE COMPANY, NASHVILLE, TENN.  DIV. OF GENERAL SHOE CORPORATION

1924 • Our First Quarter Century of Progress • 1949



A brand new Miracle-Tuft toothbrush that reduces the nuisance and waste of powder falling through the tufts. Dr. West's quality throughout, with three rows of "Exton" bristles, in the dentist-recommended "straight-top" design. Sealed in glass for extra protection.

FOR TOOTH POWDER
Dr. West's
Miracle-Tuft
HARD

Ammoniated

licensed by the University of Illinois Foundation

McKesson, makers of quality drugs since 1833, has been granted one of the very few University of Illinois licenses to manufacture this real and official University of Illinois ammoniated powder for the control of tooth decay. It's a pleasant-tasting dental powder of prescription quality.

Both for only 89¢

FOR A LIMITED TIME ONLY AT ALL LEADING DRUG COUNTERS

LOVE

LOVE

LOVE

the
low price...
longer wear

quality
undies of

Thrift is everybody's sweetheart! And that's why you'll love those smooth slips, panties and gowns of Span-lo. For this quality rayon saves you money in two ways. First... it costs so little to start with. Second... it gives you so much extra wear. And Span-lo feels so beautifully soft—stretches and springs back with every motion. Washes like a whiz, needs no ironing.

ALWAYS LOOK
FOR THIS LABEL

UNDERTHINGS OF
Span-lo
RAYON FABRIC

IT MEANS EXTRA VALUE FOR YOU

Industrial Rayon Corporation, Cleveland, Ohio • Sales Office: 500 Fifth Avenue, New York



① **BUTER FIRST BATTLES NEW YORK TRAFFIC AND EL PILLARS**



④ **MOTORIST DOES U TURN ACROSS HIS BOW. MAKES HIM SWERVE**



⑦ **HE WATCHES A SLOW FREIGHT DISRUPT HIS OWN SCHEDULE**

Greyhound Bus Driver

His job is fine preparation
for nursing or lion taming

by ROBERT B. PHILLIPS



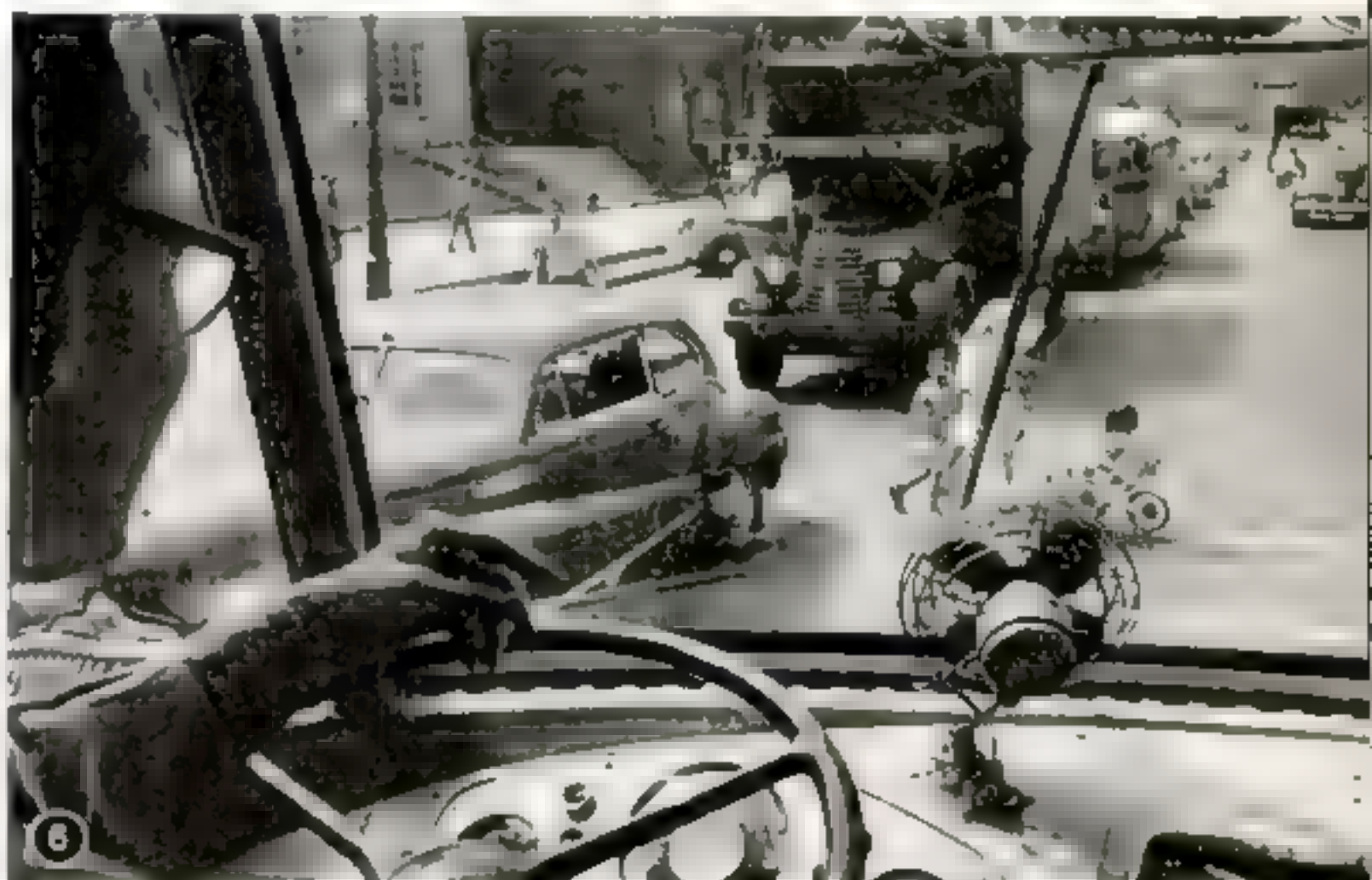
IN ARMONK, N.Y., A DUMP TRUCK ABRUPTLY NOSES INTO HUTER'S PATH



HE WAVES A PROFESSIONAL GREETING TO FAMILIAR TANK TRUCK



OUTSIDE DANBURY AN INDECISIVE WOMAN STALLS IN FRONT OF HIM



IN DANBURY HE LETS A WOMAN AND CHILDREN BEAT STOP LIGHT



OUT IN THE COUNTRY AGAIN, HE STOPS FOR A SOLITARY PASSENGER



NO TRIP IS COMPLETE WITHOUT RAIN OR SOME BLOW OF NATURE

THIRTY-EIGHT-YEAR-OLD Harry Huter is a slender, jaunty young man who has survived two tedious ordeals in his life. For five years he flew with the RAF and the U.S. Army Air Forces as a photo reconnaissance man. Since 1938, with time out for military service, he has been a regular driver for the Greyhound Lines, the fanciest of all American bus companies. He seldom compares the two experiences. When he does, he is apt to give bus driving an edge as the more nerve-racking mode of life.

Huter drives a bus from New York to Pittsfield, Mass., in the Berkshire Hills, a distance of 159 miles. In the sticky heat of summer he leaves the Pennsylvania Greyhound Terminal in Manhattan at 8 a.m. Six hours later in Pittsfield he turns the bus over to another driver, who takes it farther north. On the next day he drives a Greyhound back to New York. City bus drivers are

sometimes envious of the Greyhound man, who doesn't stop at every odd block or spend his day tangled in city traffic, pelted by a rain of pennies. Little boys look up to Greyhound drivers as men who wear uniforms and are masters of large machines which go "zoom."

To Huter, any idealized picture of his work seems inaccurate. He displays an occasional casual swagger in handling his job, but it is the bravado of a lion tamer about to enter the cage. The lion tamer can not only make a dash for the door if things get too hot, but he can also be sure that all his lions will behave more or less like lions. Greyhound passengers are unpredictable and Huter is stuck with them until the end of the run. If his charges decide to go berserk, have a baby, or pour a marathon monologue into his ear he cannot, like the lion tamer, distract them by firing blank cartridges or waving chairs in their faces.



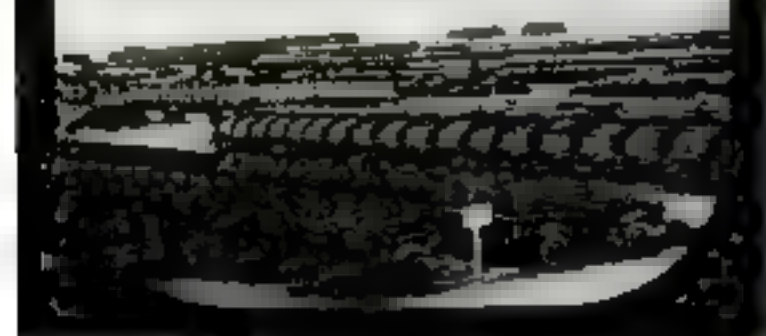
DRIVER HARRY HUTER AND GREYHOUND BUS

CONTINUED ON NEXT PAGE

ON TELEVISION

Thursday, September 1*

THE BATTLE OF SUPPLY



Chapter No. 18 EISENHOWER'S "CRUSADE in EUROPE"



Watch pipe lines laid across the floor of the English Channel...the flaming fight for Walchren Island...Nazi use of rocket bombs...



Watch the fabulous Red Ball Express, a 700-mile delivery line for engines of war...see incredible flow of weapons across the Channel and up to the front.



"This film has a special significance at this important moment in history."
—GENERAL LUCIUS D. CLAY

"TV's outstanding program achievement to date."
—MILWAUKEE JOURNAL

"Stamped with blazing authenticity and power."
—CHICAGO NEWS

*On different evenings in some cities.
See your newspaper for evening and time.

Showing in 33 cities—ABC network

LIFE & TIME
The Weekly Newsmagazine
TELEVISION PRESENTATION



SOME PASSENGERS WORRY (foreground) about whether Huter really knows his job, and some (right) don't. He considers a snore a personal tribute.

BUS DRIVER CONTINUED

At times Huter feels that he is running more or less of a psychiatric clinic on wheels. Few people, he has discovered, can get more than 50 miles from home and still be themselves. If they have resentments, frustrations or deflated egos, each additional mile from their native scene encourages them to throw their weight around. Brushed off by their fellow passengers, they can always pick on the driver, who is meanwhile busy sending his 214-hp. behemoth hurtling along the twisting New England roads.

Under the circumstances Huter's disposition has stood up remarkably well. He smiles easily and his smile isn't as sardonic as one might expect. He has not, however, any intention of spending the rest of his days testing his sense of humor in a bus. On the contrary he means to get out as soon as he is financially able and already has several irons in the fire. Even now he runs a little plumbing and heating business on the side. He would also like an off-hours job as a therapist, working with the mental patients at the Veterans' Hospital at Northampton, Mass.

Little time on his hands

MEANTIME, as captain of the Greyhound, he is everything from engineer and conductor to porter and chore boy. He takes tickets, announces way stations, loads and unloads baggage. On July 1, Greyhound unveiled in Chicago its new "Scenicruiser," a flashy Raymond Loewy-General Motors job complete with astradome, nylon upholstery and built-in toilet. When Huter heard of this last feature he groaned, "so now we also got to be plumbers."

Despite all these demands on his time on the job, Huter has managed to keep his eye on the road and his mind on the main job—driving—well enough to earn a six-year safety award. He has accomplished this in the face of some considerable highway hazards. On every trip he finds himself bucking at least a few drivers who should never have been given licenses. The average motorist will concede that he will come off second best in a tangle with a railroad train, but the same man often treats an onrushing bus as a mere bully, trying to bluff its way to the head of the line. Small egos which like to thwart large objects will plant a car in the middle of the road and feign deafness to the blasts of the air horn. Always pressed by his timetable, Huter must nevertheless outwait these playful characters.

On the open stretches, where he would like to turn on the speed, he must watch his step. The state police and local constabulary of New York, Connecticut and Massachusetts do not concede that a bus driver's schedule places him beyond the laws of the road. If he is arrested he must pay any fine out of his own pocket and the charge goes on his record with the company. If he has a head-on accident he has a Grade A chance of injury, for the bus motor is in the rear, not out in front where it could protect him. Unless he has a sound defense, he may also be fired.

No matter how alert he is when roaring over highways full of

alone...

because
she doesn't know



LOVE can be lost...romance ruined if you offend with perspiration odor. So stop it *before* it starts!

DRYAD — Jergens new kind of deodorant *actually stops the decaying action of bacteria...* the chief cause of embarrassing perspiration odor...*before* it starts!

Its complete deodorizing action keeps you sweet to love and adore.

APPROVED by leading skin specialists. Harmless to clothes.

SMOOTH as face cream as long as it lasts. 10¢, 29¢, 59¢.

Dryad

stops perspiration odor
before it starts



There are 14,950,000 LIFE reading families in the United States in which LIFE has one or more readers.

TUMS BAD NIGHT?
Take Tums—
feel **RIGHT!**
Relieve acid indigestion,
gas, sour stomach,
almost instantly

TUMS 10¢
Handy Roll
3-roll package, 25¢
for the tummy

PAIN

of headache, neuritis
and neuralgia

RELIEVED

incredibly fast
the way thousands of physicians
and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's
prescription. That is, it
contains not one but a
combination of medi-
cally proved ingredi-
ents. Get Anacin
Tablets today.



How to give
**QUICK
REST**
to tired eyes



Just put two drops of soothing
Murine in each eye. Instantly they
feel rested, refreshed! Murine, a
scientific blend of seven ingredi-
ents, cleanses your eyes quickly, yet
as gently as a tear. Economical,
easy to use. Get Murine today—use
it whenever your eyes feel tired.

MURINE

FOR YOUR EYES



FOR MEN AND BOYS



OTIS

SPORTSWEAR

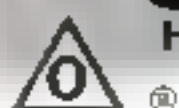
OTIS

UNDERWEAR



OTIS

HOSIERY



E-Z MILLS, INC., 57 WORTH STREET, NEW YORK 13, N. Y.



HONEYMOONING COUPLES are especially welcome passengers: Huter knows from experience that they usually put the others in an amiable mood.

blind curves and wild drivers, Huter has no instrument to warn him that some young buck is about to fling a jalopy out of a side road. He never knows when an absent-minded mother will ram a perambulator into a crosswalk as he goes through small towns, or when a loafing car will start to race as he tries to pass. By training and practice he is insured to these perils. He handles his 13-ton monster with such authority that more timid drivers get bug-eyed as they watch him whiz past cars, clearing them with a safe but scanty margin. That part of the job is a reflex—if a highly developed one—with all good Greyhound men. The success of their conditioning to operational hazards is obviously borne out by the fact that in 1948 Greyhound's 19 divisions in the U.S. had .084 fatalities per 100 million passenger miles. The over-all U.S. bus line death rate was .180.

In his bus Huter can expect an almost completely new cast of characters on each run. For the next six hours he joins them in a little drama. Usually the opening lines are standard—the questions, "What time does the 8 o'clock bus leave?" or "Which is the sunny side of the bus?" (This varies frequently, since the road winds in many directions, but he must answer politely, even on rainy days.) He may have to persuade skeptical travelers that the loudspeaker mentioning "New Milford and Burlington" on this New England run did not mean New Milford, Pa. or Burlington, Iowa. Sometimes he gets a quick, first-act crisis. One day a well-squiffed young woman, clasping the hand of a pretty little girl, climbed aboard and tottered to a seat. Huter decided to take them because of the child. A few miles down the road he glimpsed the woman stuffing an empty pint bottle into her handbag. She then passed out. Huter stopped the bus, moved the woman to a rear seat, opened a window and took the little girl up front with him. The child said, "Mummy and I haven't eaten for a long, long time. She wasn't hungry."

At Danbury, Conn. he bought a hot meal for the child and hot coffee and bromides for the mother, making three extra stops for more coffee, more bromides. He paid for this out of his own pocket and said nothing to the company, which neither gives rolling hang-over cures nor allows drinking on busses. At Pittsfield he had the satisfaction of unloading a sober mother and a well-fed child.

Cigaretts, yes; pipes, no

ONE wintry day a matron bustled up to complain that she was being suffocated by a passenger's pipe. Huter's mirror showed him an old codger sending up a cloud of smoke from a corncob. At the next stop Huter walked back to explain that passengers may use cigarettes but not pipes or cigars.

OLD MAN. "Whaddya mean, can't chew on my pipe?"

HUTER. "Maybe it was friction burned up that hot tobacco you got in there now."

OLD MAN. "Not smokin', I say."

HUTER. "Not the way it looked to me, Pop . . ."

OLD MAN (pointing). "See that, son? Got my shoes on, haven't I?"

CONTINUED ON NEXT PAGE

Never neglect a cut hand

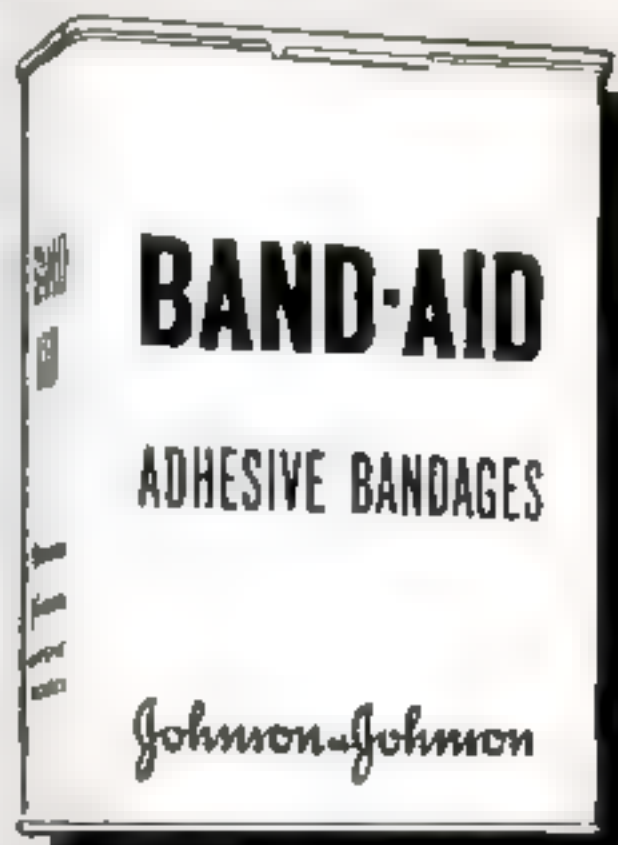


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Gossard—the most complete line
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line of beauty

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BUS DRIVER CONTINUED

HUTER. "Uh huh."

OLD MAN. "Well, I ain't walkin', am I?"

Huter laughed, and the passenger doused the pipe.

On both its north and southbound runs the Greyhound makes a rest stop in Danbury at a little diner. Almost invariably, about 10 minutes up the highway beyond its rest rooms someone comes forward and pleads with Huter to stop at the next filling station. Very urgent. At the diner the passenger was just too busy eating or playing the juke box.

One day, an hour after he had left Danbury, Huter was hit by a sixth-sense warning that something didn't add up. He checked the load. He was shy one customer. Stopping, he called out, "Anybody here know of someone who didn't get aboard again at Danbury?"

"Yep," said a stern, middle-aged gentleman. "My wife."

"Why didn't you tell me before this?"

"You said a 25-minute stop, didn't you? Well, she's old enough to tell time. If she won't listen, she's big enough to take care of herself. Proceed."



TIRE TAPPING with hammer keeps Huter posted on pressure.

A few minutes later a Fundamental quiz kid popped into the seat behind Huter and began firing questions about the Bible. He answered to the best of his Sunday-school knowledge. When he was about ready to call the child's mother to come rescue him from her moppet the boy said, "You're not bad. Know most of

the answers. Now, just one more. Who was God's mother?"

In a Massachusetts village a jut-jawed woman beefed when she discovered the bus didn't go to the railroad station. Huter looked up sympathetically. "Madam, it's all the fault of the railroads. We tried to get those engineers to bring their trains over to our bus stops. They won't do it. So we refuse to go to theirs."

To the drivers who placate their problem children and wrestle these juggernauts 30 days a month, New England Greyhound says it pays an average \$340 per month. Huter, whose mileage is lower than the average, gets only \$318 although he has top seniority on his run. After his deductions for taxes, union dues and items like the pension fund, his take-home pay comes to about \$60 a week. In addition, however, he does get 12 days' paid vacation and 12 days of sick leave every year.

Considering the complexity of his duties and the skills needed to do his job, Huter classifies the bus driver as low man on the transportation totem pole. A conductor on the New York, New Haven and Hartford Railroad run to Pittsfield, for example, is guaranteed a minimum of \$379.20 each calendar month. He works only on alternate days, reporting at 7:30 a.m. and signing off in New York again at 6:12 p.m. of the same day. The New York to Pittsfield railroad conductor can spend every night at home. Huter, who has a wife, a 16-year-old daughter and a 3-year old son, sees them on only half his working nights.

How he lost a job

DRIVERS on Fifth Avenue buses in New York get home to their families every night and do not have to work a seven-day week, but Huter envies them only their freedom to sass the passengers. He once drove a municipal bus himself and has no illusions about the job. His career in that field came to an abrupt end after a series of arguments with a customer who frequently complained that the bus always made him late to work. One morning, for a change, the customer was late and Huter didn't happen to see him plunge for the doorstep. He snapped the pneumatic doors closed, neatly clamping the man's neck in a vise. Huter turned in his bus that night and didn't bother to come back for the lawsuit.

The top dogs in transportation, of course, are airline captains. With a passenger load approximating that of a large Greyhound bus, a flight captain—who wouldn't lift a briefcase for a Cabinet member—usually draws \$10,000 to \$12,000 a year, depending on the type of equipment he flies, the terrain and his seniority. To Huter, who knows how to fly a plane, this is a gold-plated job. His war tours as a radio man took him to the China-Burma theater, Europe, Africa, the Middle East, South America, the Caribbean, Iceland, Greenland, Mexico, Central America, Canada and Alaska.

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STOMACH
JUMPY
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Flexible, comfortable, ideal for the whole family.



AVONITE soles are non-marking
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LINE-UP OF McGREGOR CAMPUS "GREATS" (reading from left to right)

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CLASS JOURNALIST in
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long roll collar with
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sporty, a-c. blouse
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The springy, kitten-soft
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block itself as it dries
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BUS DRIVER CONTINUED

"What's so tough about that?" he says. "It was quite a bus ride, but you are way up there in the ozone, with all those little instruments to help you. Not an automobile in sight."

Many of his experiences with automobiles and their drivers are dramatic memories to Huter. He recalls coming on an overturned car in Bedford, N.Y. "Three people had been thrown out and were lying in a snowbank. A young boy was pinned to the road with the car resting on his head. I stopped, gave one passenger a light to flag down traffic. I sent another to the nearest house to get blankets, told a third one to call the state police and an ambulance. Men from the bus helped lift the car and release the kid, treated him for shock and wrapped him in blankets. The police came and an ambulance took him away. I hear he lived. . . ."

On another curve he says, "One time a woman went over the line here and forced an oncoming truck to veer off on the shoulder. The shoulder gave way and the truck tumbled down that embankment. I ran down with my fire extinguisher, played it on the cab and pulled out the driver. The man said, 'Buddy, take off my shoes. They hurt.' Then he died. I saw another trucker standing next to me, crying. I said, 'It's tough. . . .' He said, 'Yeah. He was my brother.'"

Huter's wayside adventures sometimes have gratifying sequels. One day after he had been warned to look out for an Army deserter believed to be cruising between New York and Massachusetts, he spotted a furtive lad slouched down in a rear seat of his bus. On a pretext he got the youth up front.

"Sonny, you didn't like the Army, did you?" he said.

The boy flushed, then blurted, "No. It doesn't make sense. The war's over. I want to be a farmer."

"They're on to you, and you can't win," Huter pointed out. "Give yourself up and it'll go easy. When I was in the Army, people didn't like it because somebody was always shootin' at 'em. All you have to do is wait out your time and come back to the farm in one piece. Is that so hard?"

At the next state police barracks the citizen soldier marched in to surrender himself. He has since ridden Huter's bus in uniform and on furlough.

He admires truck drivers

APPROACHING Rye, N.Y. at a good clip one night in the spring of 1947, when he was taking a Boston run, Huter saw a limping figure dragging toward him, waving. He stopped. The man was Ernest Florence, a driver for the New England Transportation Co., whose truck had been sideswiped by another one around the next curve. Although injured, Florence had remembered that the Greyhound was about due and hobbled up the road to prevent it from piling into the smashed-up trucks. Later Huter wrote a letter to N.E.T. praising Florence for his courage in protecting the lives of 37 Greyhound passengers and other motorists. His letter ended, "It is a shame we do not have more people in America like Ernie, who think of others instead of themselves; if we had, many lives would be spared in wars as well as accidents."

Shortly after this the Motor Transport Association of Connecticut named Florence its "Driver of the Month." Huter was delighted, since he has always insisted that truckers are his favorite drivers on the highways. As professionals they share Huter's interest in getting to their destination alive—a point of view misunderstood by nervous passengers who squawk, "Why do you go so fast on these icy roads?" or "What's the hurry about passing that car?" If Huter believed a road too icy for safety, he would stop the bus and report to his headquarters. If he were not certain he could pass a car safely, he would stay behind it.

When he doesn't have a troublemaker on his own passenger list and even the motorists are acting almost human, Huter can always work up a case of jitters by remembering the woes of other bus drivers. The driver is supposed to change his own tires (or call the company garage for permission to hire help) if he has a flat. One time a driver who was busy putting on a spare discovered one of his passengers had disappeared.

"Anybody see that fellow?" he asked.

"I think he went over back of that red barn," said a passenger.

The driver walked around the barn and bumped into a pair of heavy shoes. The absentee had taken time out to hang himself by the neck until dead.

The Greyhound driver is not, of course, the only person aboard a bus nursing grievances. The passengers have a list of their own. On the buses now used on the Berkshire run there is a deceptive steel rack over the seats. It is intended for parcels, small bags, coats

CONTINUED ON NEXT PAGE

PALM MAIL's greater length

... gradually the mellow goodness
... of a long, smooth filter
... and cool the smoke on the way to you
... through the PALM MAIL's greater length

filters the smoke

... the mellow taste, the PALM MAIL
... of a long, smooth filter
... and cool the smoke on the way to you
... through the PALM MAIL's greater length

the smoke

on the way to your throat

... gradually the mellow goodness
... of a long, smooth filter
... and cool the smoke on the way to you
... through the PALM MAIL's greater length



OUTSTANDING

and they are mild!

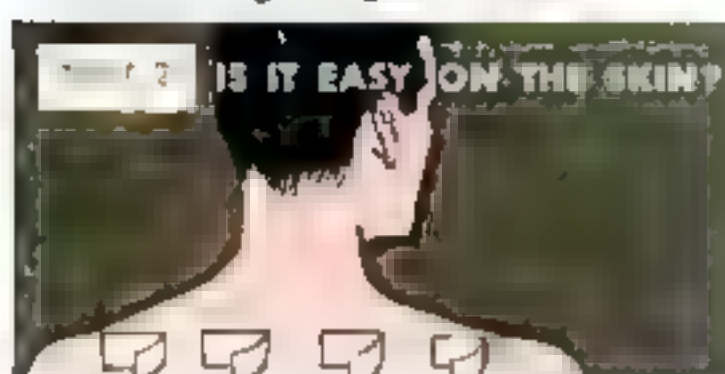
in an **EMERGENCY...**
you need an **ADHESIVE TAPE**
that has passed these **4 TESTS!**



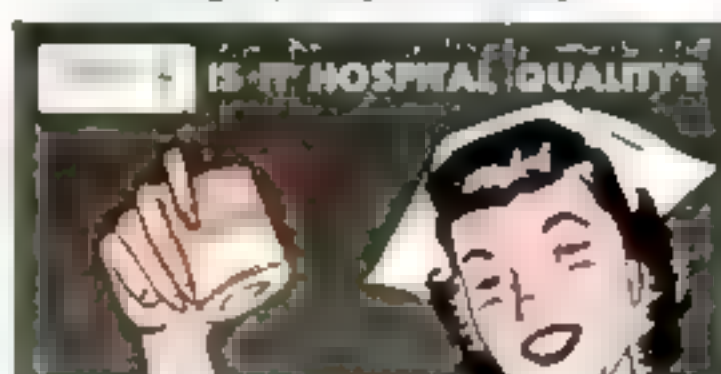
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Curity Adhesive sticks instantly — stays stuck without curling at edges or corners.



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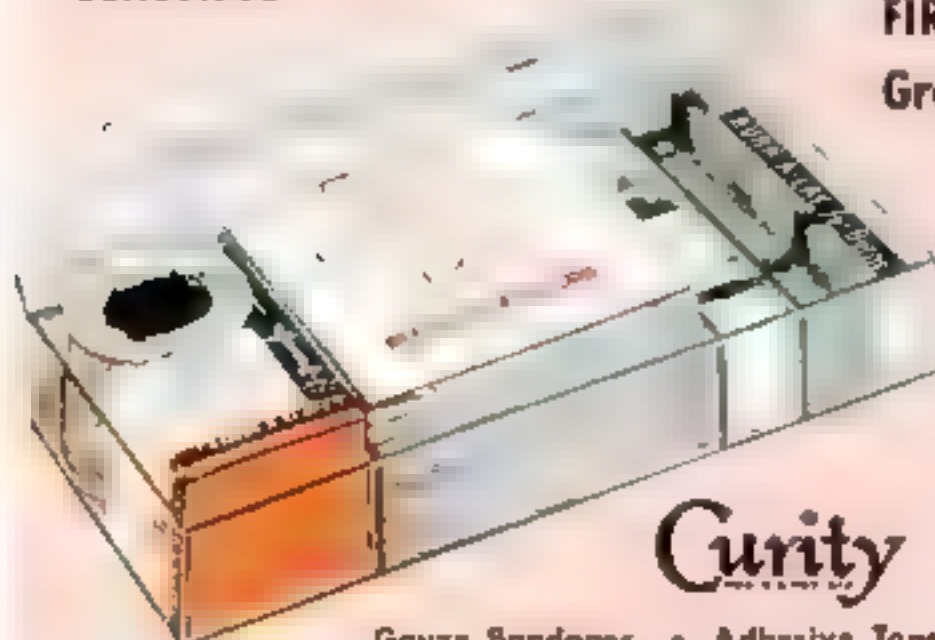
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BUS DRIVER CONTINUED

and hats. If a large suitcase is placed on it a good jolt may send the luggage crashing down on the passenger's head.

There is also a step up from the aisle level to the seats. At night a passenger who forgets about this may step off to start down the aisle and instead fall over the occupants of the opposite chairs.

The chairs are adjustable to three positions. If a 6-foot man is seated behind someone who wants to rare back and recline, the seat will rap his knees. He then feels as though he were holding the forward passenger on his lap.

Some people object to tobacco smoke in any form. But all Greyhound buses are smokers.

Windows are easily opened. In winter the hearty type muffles up in furs and lets in blasts of air on his shivering neighbors. If someone insists the window be closed, the fur-bearing passenger complains about the heat. Recently some of the air-conditioning units (but not the heaters) have been pulled out of the Pittsfield buses. Since a third of the trip is spent in New York City traffic or small towns, some passengers are brought to a slow broil.

Any reading on the bus is difficult because of its jigglish progress. Night reading is impossible. There are lights for this purpose, but Huter usually cuts them off with a master switch. He explains that the reading lights create glares in his windshield. Cutting them off usually creates glares in the customers, but this, like all the other complaints, no longer bothers him.

Huter, in fact, is growing philosophical. When all events conspire against him he turns his thoughts to memories of half-finished episodes—the kind of which he sees only the beginning, never the end.

Once, on a long, straight stretch of Connecticut highway, he saw a car slough off the road, knock down several fence posts and sink into a bog. Before he came abreast the driver had slipped out, crossed the highway to a handsome house, opened the door with a key and stepped inside. The fence posts are still down, and each time Huter passes them he continues to wonder what happened.

There was also the case of the missing bridegroom. About to leave Danbury once, Huter noticed one man was missing. He called out the routine query, "Anyone know of a passenger who hasn't come back to the bus?"

A young woman hurried to the front and whispered to him, "It's my husband. He walked off down the street."

There are bars within a few blocks of the rest stop, and Huter asked, "Your husband drink, lady?"

"I don't really know. I don't think so."

Huter led her on a tour of the neighborhood saloons. When their man couldn't be found, the girl confessed she had been married only a few days and was on her way to a Vermont town to meet her in-laws for the first time. At Pittsfield he turned the bus over to the driver who then takes it up to Burlington, Vt. He reported the bride got off at her scheduled stop, alone.



BACK HOME in Pittsfield, Huter relaxes with son Harold Jr., wife Hazel (standing) and daughter Joan, 16. Most weeks he gets home every other night.



LOW MARKS!
(She writes with one hand!)



HIGH MARKS!
(She writes with two!)

Two good students . . . yet one has higher grades. What's the important difference?

It's this: One still uses the laborious method of handwriting that actually *slows down* thinking!

The other's thoughts are captured *instantly*, with *two* hands, on the keyboard of a Royal Portable Typewriter. Her mind is free to *think* . . . while words flow effortlessly from her finger tips!

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the new "Gray Magic" Royal!**

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"Magic" Margin! The famous exclusive Royal feature that eliminates fumbling with margin stops. Position the carriage, flick the lever with one finger and margin is automatically set. Like all Royal Portable controls, "Magic" Margin is in exactly the same location as on the Royal office typewriter!

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Streamlined, compact beauty! "Gray Magic" is a pleasure for your eyes and your touch. It's designed for beauty, built to maintain its looks and precision for years of rugged use!

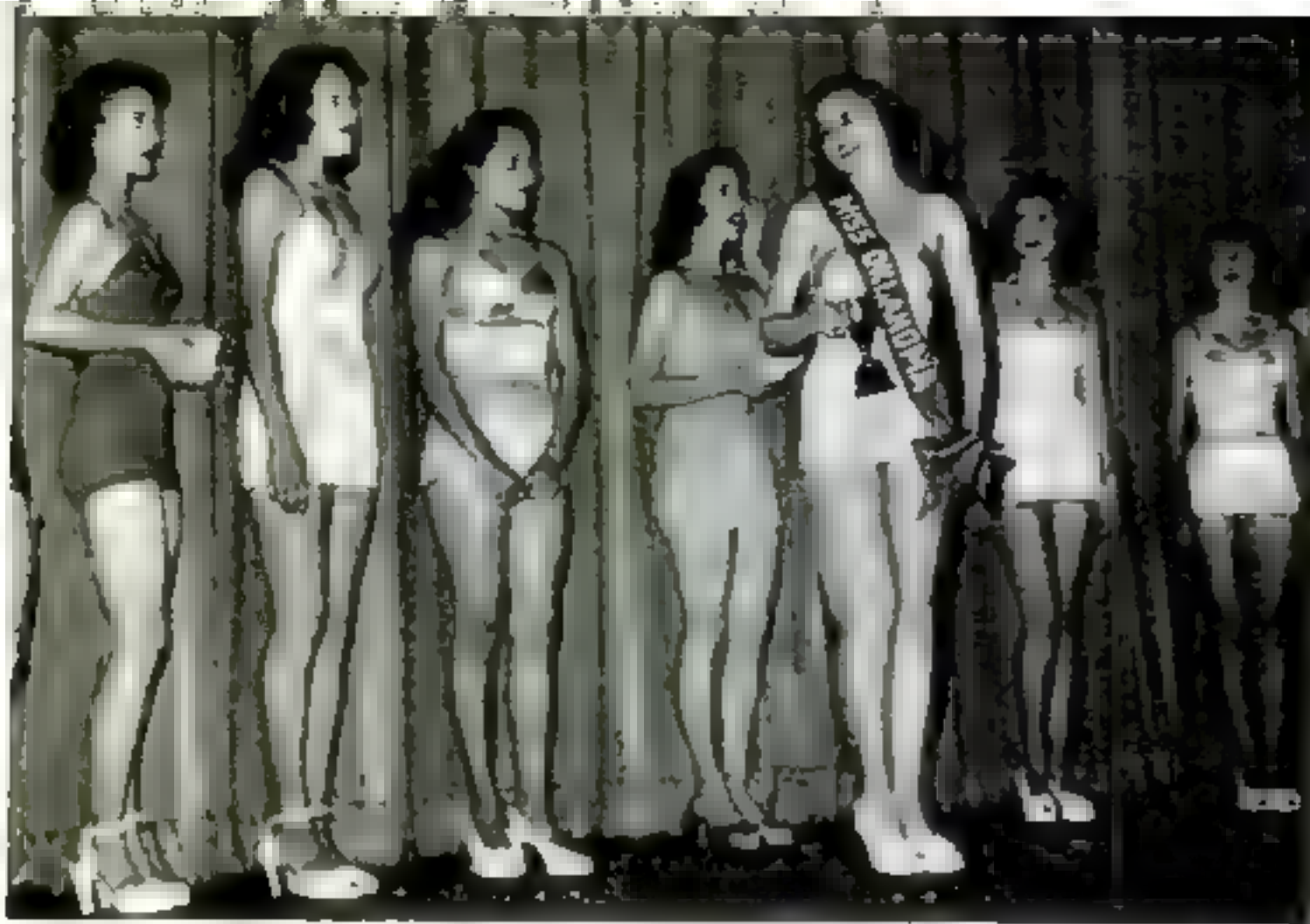
It's truly the standard typewriter in portable size. See the Gray Magic Royal Portable at your dealer's today. See the new Air-flight carrying case . . . see how simply, securely it holds this *truly* portable typewriter! And learn how easy it is for you to own one.

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AT A STATEWIDE BEAUTY CONTEST GEORGINE WAS ELECTED MISS OKLAHOMA

Life Visits

A Suffering but Victorious Queen

Tulsa college girl finds being Miss Oklahoma means working long hard days, losing sleep and boyfriends



GEORGINE'S DAY at Tulsa University begins at 6:30 when a classmate yells under the window of her dormitory to see if she is awake yet. She yells back that she is.



COFFEE ON THE RUN is grabbed by Georgine at 6:55 in Student Union before her first class. With almost no time for social fun, she welcomes this chance to chat.



IN ETHICS CLASS, which begins at 7 a.m., Georgine yawns, not from boredom but weariness. To save time for her busy day, she scrapes polish off her fingernails.



AS A RECEPTIONIST for a personnel service, she answers the telephone, does typing and filing. This job earns her 75¢ an hour and helps pay her college tuition.



MEASURING HERSELF is almost an obsession with Georgine, who whips out a tape measure at odd moments to check on her waist (25 in.), bust (35 in.), hips (36 in.).



STUDYING BALLET, Georgine goes to the studio of Madame Eva (left). At Atlantic City contest beauties are judged now for talents like singing and dancing.



AT FASHION SHOW of the Oklahoma State Florists' Association, she models a bathing suit. Purely for ornament, she carries a bunch of oversized rubber fruit.



GARBED IN GARDENIAS, also for the florists' association, Georgine discovers a hole in bathing suit, which embarrassed her so acutely that she burst into tears.

Up until last June, Georgine Ruth Leeka of Joplin, Mo. was just one of 1,100 happy-go-lucky girls at the University of Tulsa. She had run in three campus beauty contests and won none of them, but she had plenty of boyfriends and enjoyed her sorority life. Then Georgine decided to enter another contest and to her surprise was elected Miss Tulsa.

Overnight her life changed, taken over by civic boosters who wanted her to become state queen. Georgine discovered that being a beauty is not necessarily a joy forever. Pretty enough to start with—ash-blond hair, 120 pounds, 5 feet 6½ inches tall—she spent every minute she could spare from her summer session classes improving her looks. Under the urgings of a Junior Chamber of Commerce man, she plunged into the grueling life documented here. Boyfriends stopped dating her because she always begged off to keep business appointments. She developed a harried look, a nervous quiver. Finally Georgine entered the state contest and came out as Miss Oklahoma. But her troubles are not over. Georgine is in training now for Atlantic City's national contest in September.



AT SINGING LESSON she wears a chin strap to keep her jaw from jutting out and is gently punched in stomach by her teacher as reminder to contract her diaphragm.

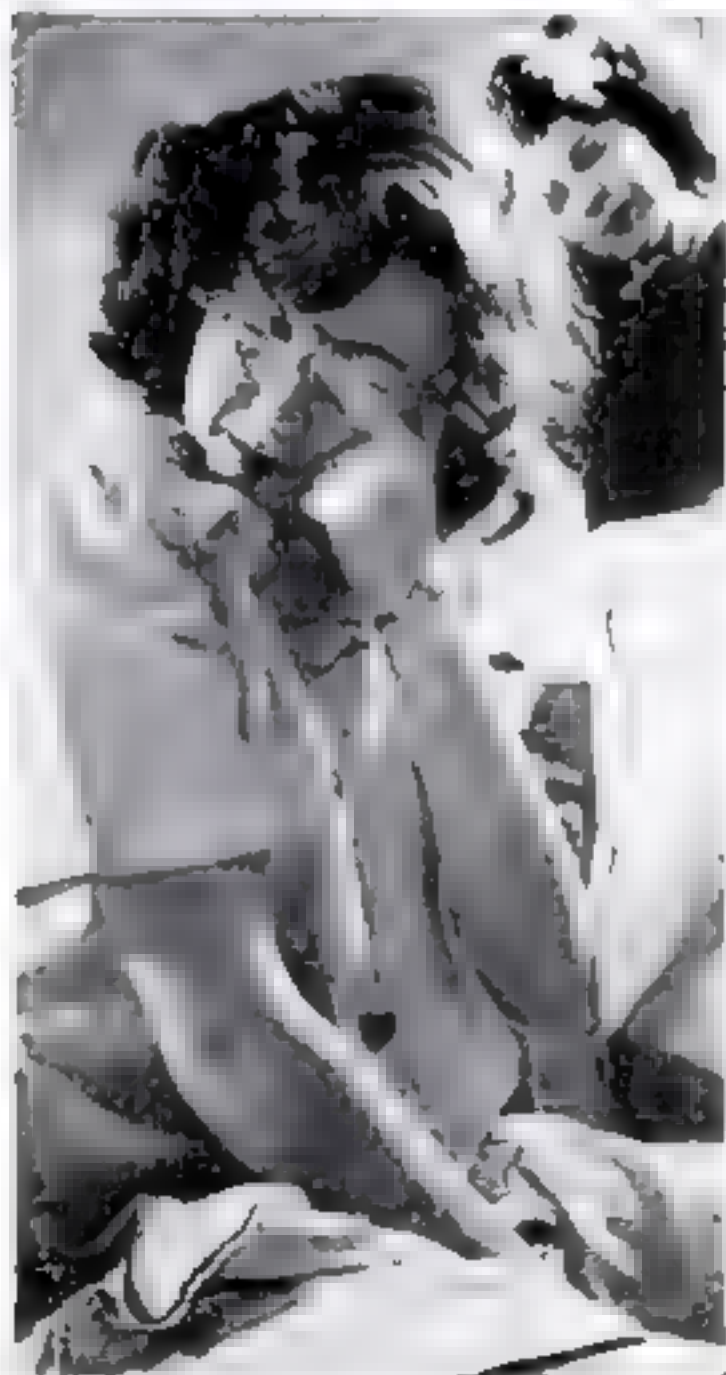


BATHING SUITS for state contest are tried on while her official adviser, John Marshall, of the Junior Chamber of Commerce sits by to judge color, style and fit.



CRUCIAL DECISION as to which suit to get is made by Marshall, who will go to Atlantic City with Georgine. He is one of many tutors who advise her on weight,

clothes, decorum and especially the tendency of her stomach to stick out. Cautioned one, "You think you tuck it in, but as soon as you start walking, out it comes again."



TOO WEARY to accept a date, Georgine decides to stay at home while her roommate Pat gets ready to go out. After Pat had left, lonely Georgine sewed on an evening dress.

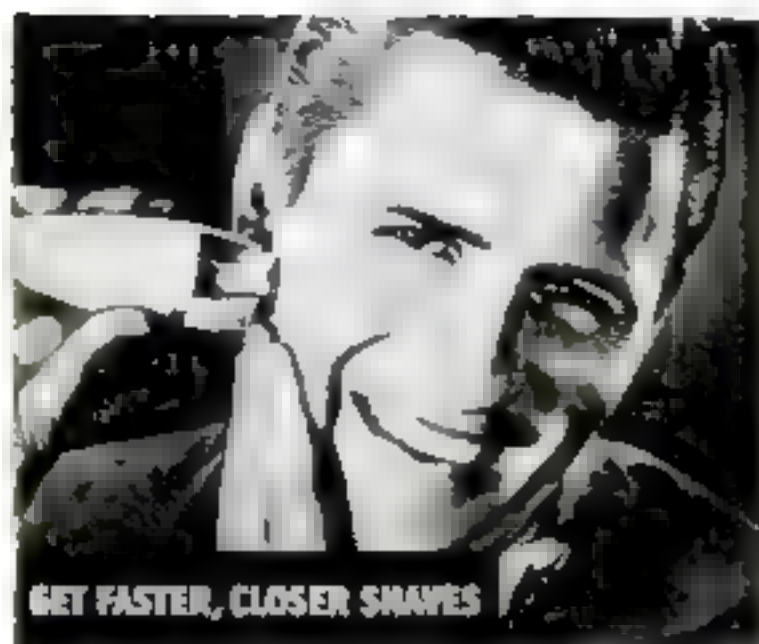


LEG EXERCISES are done by walking on Coke bottles to strengthen muscles. Georgine was once slightly knock-kneed, but exercises have just about cured her.



TO REDUCE ANKLES, Georgine and roommate lie with legs on footboard and rotate feet. Georgine is so keyed up after the day's work, which often includes ex-

tra chores like the one on following page, that she cannot sleep unless her roommate, who fancies herself something of a chiropractor, gives her a back and neck massage.



IN HOT WEATHER

...get top-notch performance from your electric razor



Amazing preparation gives closer, more comfortable shaves

Here's how to get closer, faster, more comfortable shaves with any type of electric shaver. It's LECTRIC SHAVE, the amazing before-shave beard conditioner.

You'll find LECTRIC SHAVE especially effective in the sticky, perspiry days of summer when close, comfortable shaves are most difficult to get. Cool and refreshing, it sets up your shave with a remarkable 4-way action:

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GOOD? IT'S THE BEST!! IT'S UNDERWOOD'S!

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UNDERWOOD

DEVILED HAM

NET WEIGHT 7 1/2 OUNCES

P.S. Mix a can of UNDERWOOD'S into your next batch of scrambled eggs. It gives them just what they need.

Beauty Queen CONTINUED

SHE GIVES PRIZES AND KISSES



AT A COUNTRY CLUB PARTY Georgine was invited by the Oklahoma Junior Chamber of Commerce to bestow trophies on winners of a golf tournament. As winners were announced, she found herself being grabbed and kissed by low-scorer Hobart Jameson, 19. While she blushed, Hobart yelled, "Wow!"

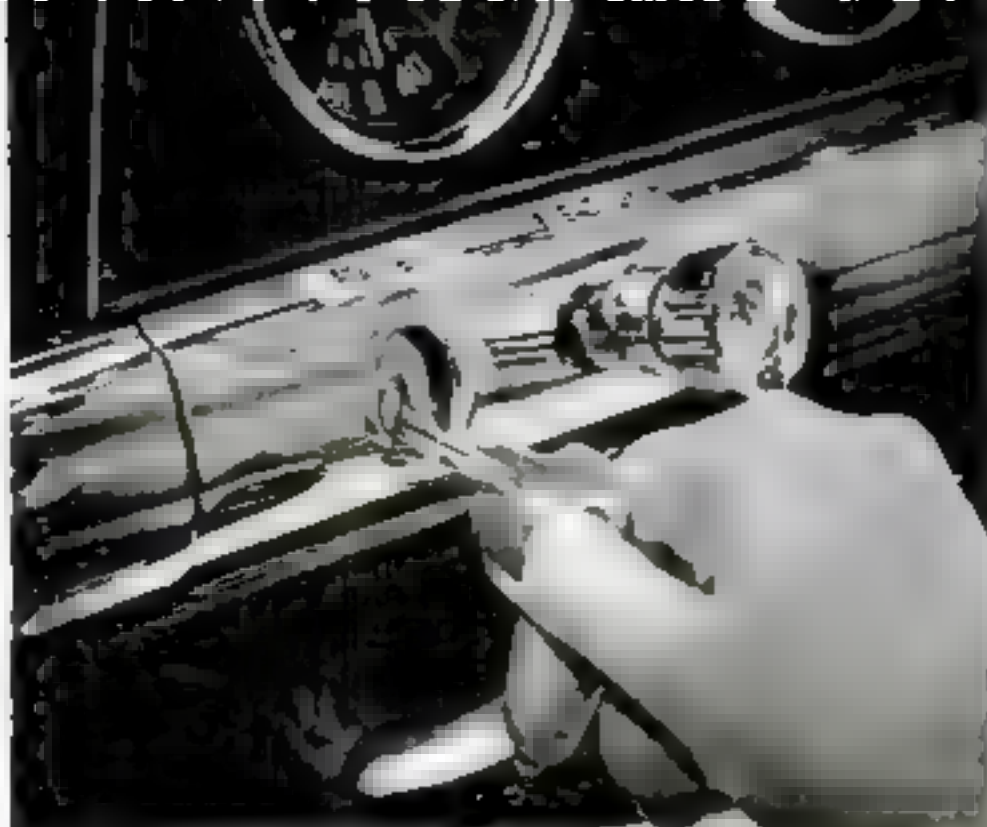
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The car that likes to be compared

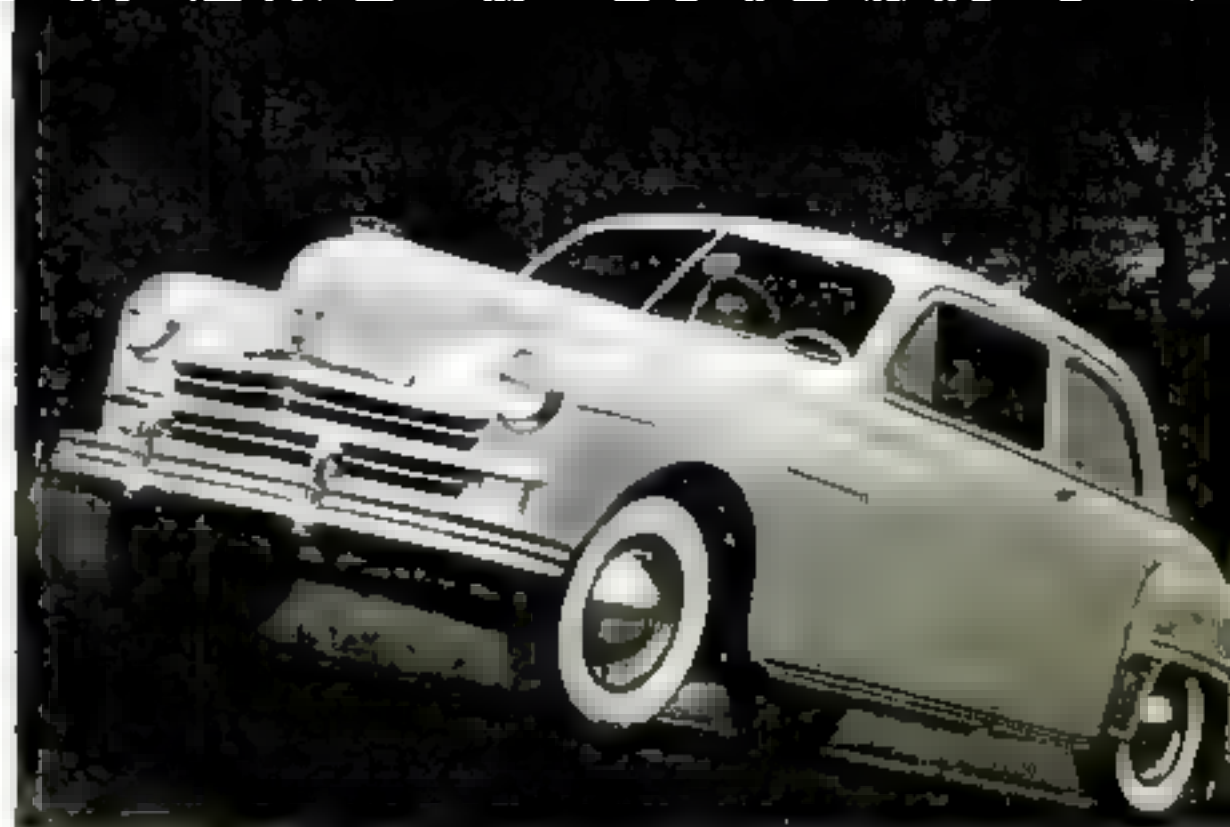
NEW

PLYMOUTH

Yes, it likes to be compared in ACTION too!



NERVE center of Plymouth convenience is the new ignition key starting. Just turn the ignition key — the engine starts! No button to push. No choke to pull. Your one hand does it all. Only Plymouth, in the lowest-priced field, has this great feature.



MUSCLES of the new Plymouth's engine are huskier. New cylinder head with compression ratio of 7 to 1 (highest of leading lowest-priced cars) squeezes more performance from fuel. New spark plugs with wider gap mean smoother power, fewer resettings.



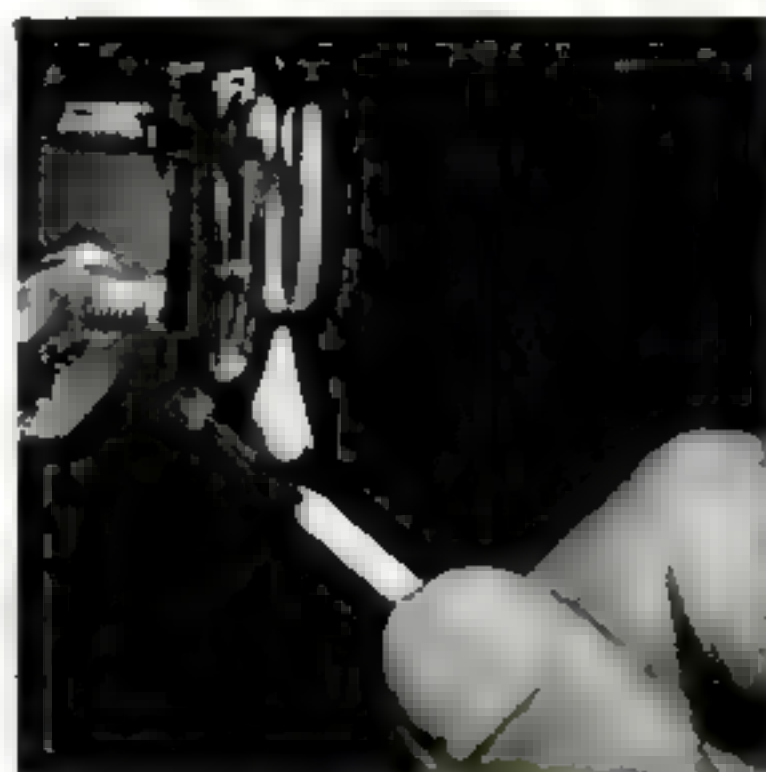
WHITE SIDEWALL TIRES CHROME WHEEL COVERS REAR BUMPER GUARDS AND REAR FENDER SCUFF GUARDS OPTIONAL AT EXTRA COST



HEART and lung action improved! Plymouth's intake manifold has been redesigned to give even better distribution of fuel-air mixture for quicker warm-up, livelier operation.



BODY beautiful and practical, too! Although the brilliant new Plymouth illustrated here has a longer wheelbase, the over-all outside length is less. It's a more able-bodied car — it's easier to park, handle, and garage.



THUMB on the circuits is held by this tiny firewarden. Heat from a "short" makes it break the circuit until the trouble has gone. No more replacing of fuses!

CHECK ✓

the new Quality Chart at your Plymouth dealer's. Of 22 features found in high-priced cars, you'll see that low-priced Plymouth has 21, low-priced car "A" has 13, and low-priced car "B" has 4. Then take the wheel... take a ride. And compare the value!

PLYMOUTH
BUILDS GREAT CARS

Fashion accents *CRISP!*

Kate Greenaway
AGREES

In Fall fashion too the big news is the "Crisp Look"... perky starched cotton dresses, blouses and dickeys, starched touches at neckline and wrist... "Starch with LINIT!" leading dress designers advise... LINIT® Starch makes a thin, fluid mixture that evenly and thoroughly penetrates fibres, keeps fabrics crisp, fresh, lovely between washings... You'll prefer LINIT for its ease of preparation, for smooth ironing...and unfailing perfect results.

KATE GREENAWAY styles for small school belles' accent the LINIT "Crisp Look"... are guaranteed to wash, starch and wear well. Both dresses in Dan River cotton, and sold everywhere.



...adds the

finishing touch

to dresses, blouses, children's clothes, housecoats, men's shirts, curtains, bed and table linens. Directions on every LINIT package. All grocers sell LINIT.

Beauty Queen CONTINUED

SHE TRIES HARD TO WRITE HOME



AT MIDNIGHT Georgine drops on her bed and tries to write a letter home about the day's goings on. But they get all blurry in her mind, and she gives up. Until her last waking moment the trials of being Miss Tulsa go on and on: she must still iron the bundle of laundry beside her, brush her hair 250 times.



GET THE CELLOPHANE TAPE
IN THE CANDY-STRIPE DISPENSER

TEXCEL TAPE

AVAILABLE IN 15¢, 25¢ AND 39¢ SIZES



Poll-Parrot Style 8033
Rugged real-boy oxford

Mother! protect your child's feet this easy way



Poll-Parrot Style 8081
Smart for dress or sports



Poll-Parrot Style 8022
Real grown-up styling

BUY



SHOES FOR BOYS AND GIRLS

Pre-tested

TO GIVE YOU REAL VALUE!

SEE THE BENEFITS your child gets
from Poll-Parrot's actual pre-testing
by hard-playing boys and girls!



Extra reinforcements
at all vital points



Age-conforming
arches and heels



Room for growing
feet to grow

Every model pre-tested for wear, for fit, for style



Poll-Parrot Style 8194
Supports tiny ankles



Poll-Parrot Style 9613
Popular dress-up slipper



For nearest Poll-Parrot dealer
see Classified Phone Directory or write
ROBERTS, JOHNSON & RAND
Division of International Shoe Company
St. Louis 3, Missouri

Also Star ★ Brand Shoes
... at Lower Prices



WITH A METHODICAL CIRCULAR MOTION MICKY GOES OVER A SAUCEPAN WITH A SCOURING PAD. FOR A DISHCLOTH HE PREFERS TO USE HIS OWN BARE HANDS

MICKY THE DISHWASHING MONKEY

A talented Long Island capuchin loves to work at the kitchen sink

For the past few years Mrs. John Taral of Queens Village, N.Y., has been letting her pet monkey, Micky, wash the dishes for her without ever thinking that there was anything special about having a monkey who washed the dishes. Then the newspapers found out about it and suddenly Micky and his mistress landed on the front pages. For days Micky washed dishes for the press, and Mrs. Taral suddenly realized what a household gem she had. "You could put a million dollars on the table for my monkey and I wouldn't take it," she told the *Her-*

ald Tribune's animal story expert, John O'Reilly.

Micky, who has lived with the Tarals for nine of his 12 years, learned dishwashing by imitating Mrs. Taral. Usually he hangs around just helping her. When he does them by himself Mrs. Taral has to give some dishes an extra rinse. "He never breaks a dish," she boasts, "but if he gets excited he's sure to throw a dish at you." Her husband has a less intense admiration for him. "If you let him," he says, "he'll stay there and wash dishes for two hours, which is something I can't understand."



SITTING IDLY BY, Micky's mistress reads a paper while he washes. He cleans his hands by eating the suds.

THE MOST FABULOUS DISCOVERY EVER MADE!



Ninety years ago, Col. Edwin L. Drake's drilling crew struck oil in the sand and shale of Oil Creek, near Titusville, Pa. This pioneer well tapped a vast subterranean deposit that ushered in a new giant among industries...the petroleum industry.

Little did Drake realize he had discovered the most richly endowed oil region ever to be found. The Pennsylvania Grade region is so fabulously favored by nature that even to this day the natural quality of its oil has never been equalled by any other oil field in the entire world. Only members of the Pennsylvania Grade Crude Oil Association are privileged to sell Pennsylvania oils under the Association emblem. "Theirs is a public trust that assures you of getting the finest engine protection money can buy. So... WHEREVER YOU DRIVE, ASK FOR AND INSIST ON ONLY THOSE OILS MADE FROM 100% PURE PENNSYLVANIA.



For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our association.



PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania

Dishwashing Monkey CONTINUED



MICKY'S OTHER TALENTS include catching balls thrown at him from across the room. He never misses. Though housebroken, Micky has some curious habits. "That monkey," says Mr. Taral, "likes to rub cigar butts over himself. If he gets hold of a cigar butt from the ash tray he'll rub it all in his fur."



MICKY WRITES in a notebook, turning the pages after marking each one. "Nice baby," says Mrs. Taral, who is childless. Micky will not go to bed in his cage without playing for a while with her. "And when I don't get up early enough for him he knocks on that cage with his little hands until I wake up."

CONTINUED ON PAGE 102

There's nothing like it ... absolutely nothing

Lively voices, cool water, an occasional splash . . .

nothing more inviting on a sultry day.

Introduce a cold bottle of Budweiser in this setting and you've got one of the finest hot weather partners ever known. As you lift its foaming, bubbling goodness to your lips, each sip tells you . . . here's distinctive taste and eye-appeal unmatched by any other beer. Live life, every golden minute of it. Enjoy Budweiser, every golden drop of it.

ANHEUSER-BUSCH, INC.
ST. LOUIS



Budweiser

There's more Budweiser now—and there will be still more as our vast expansion program continues.



Fayberg

Nitey Nite sleepers are 10 ways better

Bright Song-bird Colors

Now it's *buy Time* for Nitey Nite. Now these popular sleepers, sturdily tailored of healthful, absorbent, feather-soft fabric, come in seven bright song-bird colors. There's Canary and Robin. There's Flamingo and Tanager and Bluebird. There's Parrakeet and Humming-bird green. Cradle your cherubs in these gay Nitey Nites. They will be cozy and warm as song-birds in their nest because Arctic Nitey Nite Sleepers are 10 ways better.

- ★ healthful, absorbent, pure cotton fabric.
- ★ every important seam is nine thread sewn.
- ★ every point of strain is reinforced.
- ★ full-cut seat with self-help closings.
- ★ comfortable neck-line assures needed chest-protection.
- ★ sweater-cuff gives four inch adjustable sleeve-length; hugs wrists warmly.
- ★ exclusive "bootie" feet with double sole for extra warmth, wear, comfort.
- ★ Gripper fasteners end button problems.
- ★ easy to wash—hold shape and fit.
- ★ generous sizes in seven sudfast song-bird colors.

Nitey Nites are Weather-Conditioned...they come in three weights—Arctic—Medium—Tropic. Arctic Nitey Nite, one-piece style, sizes 4-8. Two-piece style, sizes 0-4; also three-piece sets. Medium Nitey Nite, two-piece style, sizes 0-4; also three-piece sets. Pajama style, without feet, sizes 4-10.



ask for

Nitey Nite
REG. PAT. OFF.

sleepers at your favorite

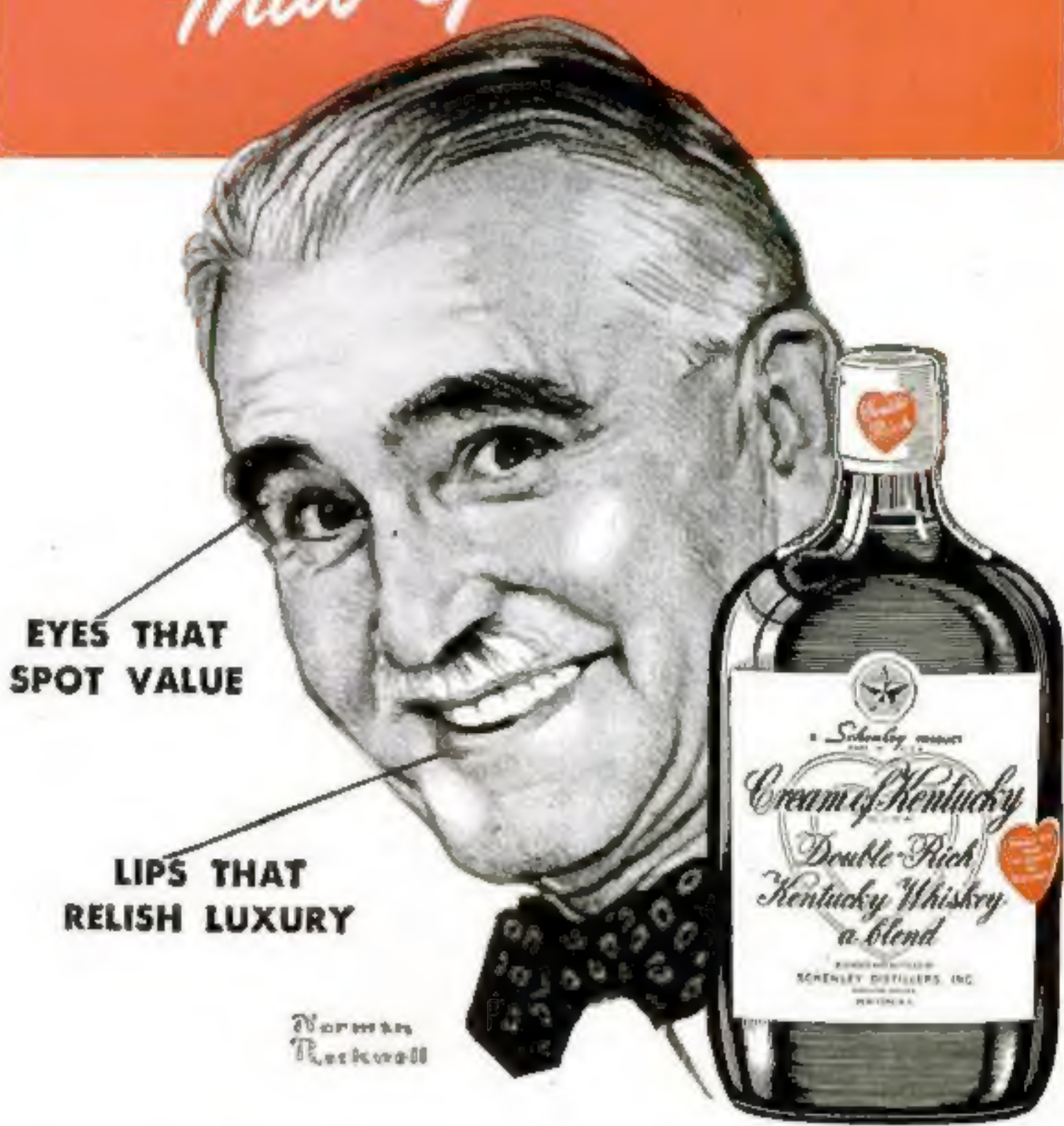
department store or children's shop

NITEY NITE SLEEPERS MADE BY GLENDALE KNITTING CORPORATION • PERRY, N. Y.




WAVING TO GIRLS from window is a favorite pastime. Mrs. Taral says, "Every time when pretty girls come by he knocks on the window. When older women come by he don't give them a look. He's got an awful temper, that boy. He bit me once in my foot and I couldn't wiggle my toes for six months."

*Have you eyes
that spot value?*



If *you* are looking for top quality at the right price — try this “*Double-Rich*” Kentucky whiskey. Just say, “*Make mine Cream!*”

DOUBLE-RICH
*Cream of
Kentucky*

 **KENTUCKY WHISKEY-A BLEND**
86 PROOF, 70% GRAIN NEUTRAL SPIRITS. COPR. 1949,
SCHENLEY DISTILLERS CORP., N. Y. C.

**CAN YOUR SCALP PASS THE
FINGER-NAIL
TEST?**



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair...relieves dryness...removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

**YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
WILDROOT
CREAM-OIL**



A LITTLE WILDROOT CREAM-OIL makes your hair look and feel good all day long. Grooms perfectly without that greasy plastered down effect. Get a bottle or tube today at any drug counter. Ask your barber for a professional application.

**NOW YOU CAN GET
AMERICA'S LEADING HAIR
TONIC IN NEW 25¢ SIZE!**

IF YOU'VE NEVER used Wildroot Cream-Oil, don't put it off any longer. As little as a quarter buys you days and weeks of smart good grooming that can't be beat. Then you'll know why it's—again and again the choice of men who put good grooming first!

**NON-ALCOHOLIC
Contains LANOLIN**

SMART WOMEN use it for grooming, relieving dryness, training children's hair. Now available in new 25¢ size (also larger economy sizes) at drug counters.

TUNE IN "The Adventures of Sam Spade" Sun. evgs., CBS Network.



GIRLS MOVE IN TO PLAY IN A 6-FOOT SWATH OF CLEAN SAND LEFT BEHIND BY A TRACTOR-TOWED BEACH SANITIZER



TYPICAL HAUL of valuables after a day of beachcombing includes keys, money, knives, cigaret lighters. After attempt by lifeguards to return them to owners they are sold to benefit recreation fund of city or county employing the machine.

SAND SWEEPER

It picks up money, bottles and fish

Rumbling up and down beaches in California is a new mechanized beachcomber. Invented by Vic Chatten, an ex-Navy officer and ex-Hollywood stuntman, it processes 1,600 tons of sand an hour, collecting and separating out broken bottles, dead fish, old bathing caps and an average of \$100 worth of assorted valuables a day. Drawn by a tractor at a speed of a mile an hour, the Sanitizer has a series of metal buckets which dig deep into the sand, dump the loot on a conveyor belt, allowing the sand to fall back to the beach through wire screens. Besides enhancing the shore line, officials hope it will cut down the 12,000 cases of first aid—mostly feet cut by glass—which Los Angeles beaches recorded last year.

Cool, Smooth and Golden!

Seagram's GOLDEN '49ers

MADE WITH SEAGRAM'S ANCIENT BOTTLE GIN



'49er RICKEY Squeeze $\frac{1}{2}$ lime into highball glass. Drop in lime shell. Add ice cubes and $1\frac{1}{2}$ oz. of SEAGRAM'S Ancient Bottle GIN. Fill with carbonated water.

'49er COLLINS Juice of $\frac{1}{2}$ lemon, 1 teaspoonful fine granulated sugar, $1\frac{1}{2}$ oz. SEAGRAM'S Ancient Bottle GIN. Shake with cracked ice and pour unstrained into a Collins glass. Fill with carbonated water; stir and serve with slice of lemon and cherry.

An American Original

Seagram's Ancient Bottle Gin

DISTILLED DRY

DISTILLED FROM AMERICAN GRAIN. 90 PROOF. SEAGRAM-DISTILLERS CORPORATION, N. Y.

That Golden Look! It's the gin in that distinctive Ancient Bottle... *Seagram's Gin!* Your cue for the taste-treat of the season. *Insist* on Seagram's Gin in your Collins or Rickey...the only truly *smoother* gin, made by a unique process that means extra patience in the making!

Try one tonight! Delicious!

DOCTORS REPORT



SMOKERS REPORT

30-DAY TEST REVEALED

NOT ONE SINGLE CASE OF THROAT IRRITATION *due to smoking* CAMELS!

Yes, that's what noted throat specialists reported after making weekly examinations of the throats of hundreds of people, from coast to coast, who smoked Camels, and only Camels, for 30 consecutive days!



MRS. ARTHUR O'NEILL, housewife: "I made the Camel 30-Day Test and enjoyed every puff of it! For taste and flavor, it's Camels every time!"



STEEL WORKER Cyril Byrnes: "On my job, a good cigarette is a good friend. I made the 30-Day Test—now Camels are my smoke for keeps!"



LOVELY SOCIALITE Mrs. Thomas Phipps: "My search for a milder, better-tasting cigarette is over! The test won me to Camels, and only Camels!"



COLE PORTER, famous song writer: "The doctors' report proves what I've known about Camels for years. They're as mild as they are flavorful!"



TELEPHONE OPERATOR Rita Edwards: "The 30-Day Test really convinced me! Camels are the mildest, best-tasting cigarette I've ever smoked!"



WILLIE HOPPE, master of the cue: "30 Days! My personal test of Camels covers 20 years. I know how good Camels taste! I know how mild Camels are!"



JINX CLARK, lovely show-skater: "I put Camels to the test in my 'T-Zone'. There's nothing quite like them for flavor. And Camels are so wonderfully mild!"



STOREKEEPER Bernard Unger: "By my test, Camels are a stand-out for flavor! And they're mild. I know . . . I smoke over a pack a day. It's Camels for me!"



BOBSLED ACE Francis Tyler: "I'm talking from experience when I say Camels are mild. I've smoked them for years. And Camels sure taste great!"



STAR AQUA-SKIER Margie Fletcher: "Looks like I'll be stretching the 30-Day Test into many happy years of smoking Camels! They suit me to a 'T'!"

Make your own

Camel 30-Day Test in your "T-Zone"

● Over and beyond the reports of noted throat specialists, the final authority on Camel mildness and flavor is your own "T-Zone" (T for taste, T for throat). Test Camels yourself for 30 days. See how your taste appreciates the rich, full flavor of Camel's choice tobaccos. See what your throat reports on Camel's cool mildness. See if you, too, don't change to Camels for keeps!

